

# PRINTERS' INK..

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLII.

NEW YORK, MARCH 4, 1903.

No. 9.

## Leading Newspapers

The Independent is in receipt of a neat little volume from George P. Rowell & Co., 10 Spruce Street, N. Y., entitled "Leading Newspapers." Its object is well expressed in the preface.

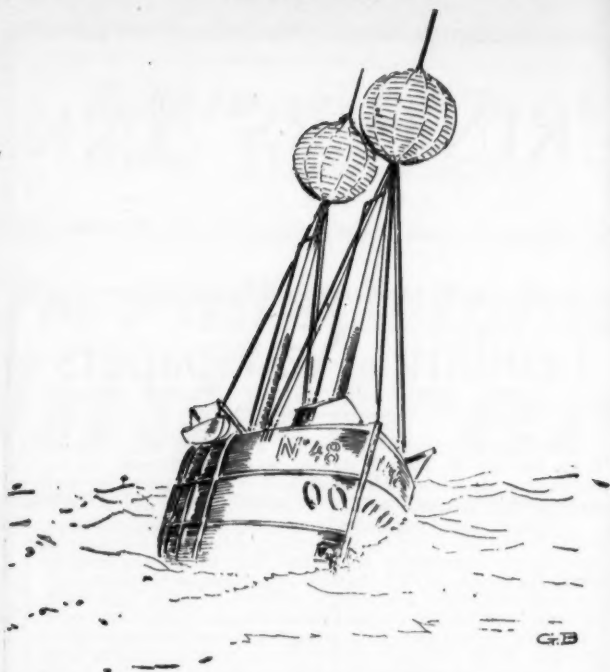
"Experienced general advertisers," says the publisher, "where business admits of buying publicity in all parts of the country, are quick to realize that all papers are not available for them and that the comparative value of service rendered often bears little relation to price demanded. It would not be an extreme case where, at the same cost, the advertising value of two papers might be as a hundred to one. That is to say, of two papers costing a dollar each for a specified service, the chance of returns from one might not be more fairly worth a single cent than that the other should be fully worth a hundred cents or more. It is by buying space in papers of the last named class and keeping out those of the other sort that good advertising managers earn handsome salaries and great advertisers accumulate satisfactory profits from their investment. . . . The list of papers named in this little volume is sufficiently large to exhaust almost any advertising appropriation. . . . It is to aid advertisers in selecting the best, and thereby avoid using those that are less desirable, that this compilation of newspaper names has been undertaken."

Under the head of "Nebraska" is the following information:

"Nebraska has about one-forty-fifth of the area of the United States, about one-seventieth part of the population, and more than one-thirty-fifth of the newspapers.

"The leading newspapers are: Bee, Twentieth Century Farmer, News, World-Herald, and Nebraska Farmer, of Omaha; Evening News, Commoner, Deutsch-American Farmer, Freie Presse, and NEBRASKA INDEPENDENT, of Lincoln; and Drovers' Journal-Stockman, of South Omaha."

These are the Nebraska newspapers which George P. Rowell & Co. believe are the best advertising mediums in the State. The price of "Leading Newspapers" is \$1. Address the publishers.—*The Nebraska Independent*, Lincoln, Nebraska, February 12, 1903.



The lightship to country business is the local weekly.

Its bright light reaches everywhere within its radius. Not a dark spot to be found.

It is also seen for many miles by those on the lookout.

The duty to be done is well done; the interests to be protected and aided are well guarded and advanced.

Catalogue-booklet free. Tells how the 1,500 local country weeklies of the Atlantic Coast Lists introduce advertisers into the homes of one-sixth of all the country readers of the United States.

One inch—one month—\$336.

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 22, 1892.

VOL. XLII.

NEW YORK, MARCH 4, 1903.

No. 9.

## CONCERNING A GOOD COM-MODITY.

Two separate establishments are maintained in New York City by the New York Life Insurance Company—a wholesale and a retail. The first is the home office in the big New York Life Building, through which the company transacts business with its hundreds of agents, or retailers. The second is the general agency for New York proper, which sells various forms of life assurance to consumers in all parts of the city.

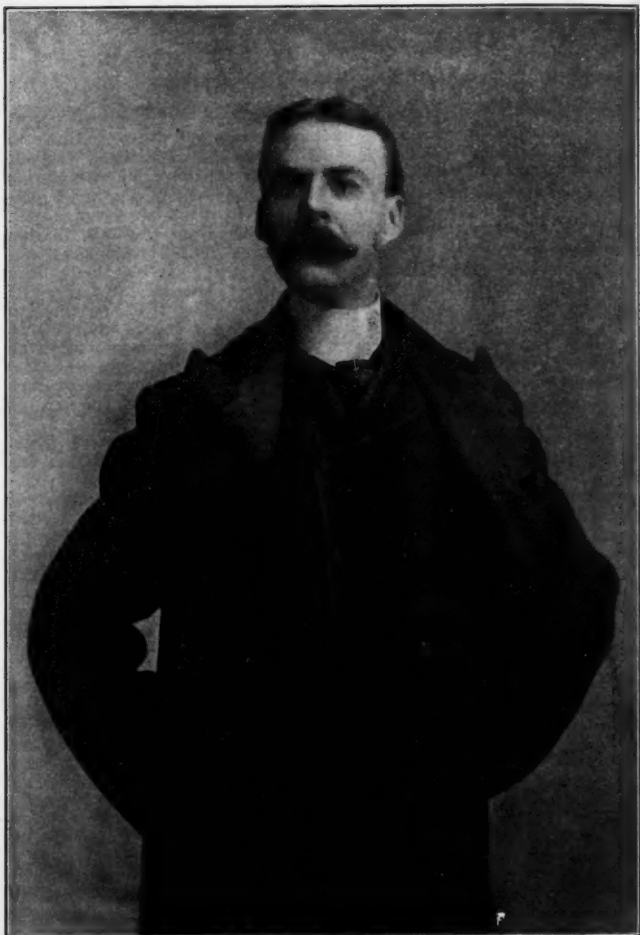
This general city agency, or retail establishment, is in the Lincoln Building, at No. 1 Union Square. The general agent is Mr. Theodore F. Lake, who supervises a battalion of solicitors. Mr. Lake is twenty-eight years old. The New York general agent of this great company holds what may be called, without exaggeration, a "coveted post." The salary enables one to live nicely, maintain a roof over one's family, enjoy the social amenities and buy anthracite coal in a famine winter. A thrifty man can put by something beside. The qualifications of a general agent are few—in fact, there is only one. He must know more about the active exploitation and selling of life insurance than any other man the New York Life can hire for money or love. This implies either long experience or a superior quality of the vital business force known as "young blood." Mr. Lake, as has been said, is twenty-eight years old. Therefore, his qualification is obvious.

Like young Lochinvar, Mr. Lake came out of the West (or at least they call it the West in New York). Educated at Ann Arbor, he practiced law in Detroit, incidentally soliciting life insurance and gain-

ing firsthand knowledge of actual outdoor work. Then he came to Brooklyn and associated himself with a high school, but finding this rather a poor field in which to expand, went into life insurance with the Aetna Company less than a year ago. Along toward the end of the year the New York Life found that it needed Mr. Lake. The latter found also that he wanted to work for a company that would permit him to try some ideas he has about life insurance advertising. So, upon the second of January, he hung his hat and coat in the Union Square office.

Mr. Lake believes in advertising. So does the New York Life Insurance Company. But each believes in advertising of a different sort. The company does a certain amount of general advertising through various channels—wholesale publicity. Mr. Lake—or any agent, for that matter—is free to do as much retail advertising as his office can afford. This retail publicity is quite apart from the company's advertising, and designed to promote business in the agent's own territory. The New York Life might stop its general advertising to-morrow, yet any agent would be free to advertise in his own field in his own way. That is the manner in which Mr. Lake proposes to advertise. The first month of his incumbency was spent in a general outdoor inspection of the business machinery at his disposal. Here and there he tightened rivets. By the first of February he had reached the conclusion that the machinery of such an office is one of the most complete follow-up systems in all business. Advertising pays, of course, only when results are developed. The actual publicity brings replies, and nothing

more, be it ever so effective. Some who are often disinterested or advertisers must depend upon openly antagonistic, or through the salesmen and saleswomen to do the equally cumbersome medium of letters and literature. But the general publicity bring in actual cash. With the office of the New York Life



MR. THEODORE F. LAKE.

the best intentions in the world in Union Square has a force of and a liberality in paying salaries trained solicitors, each a man of it is often impossible to organize experience. Within a day of the a staff of able people for this work. receipt of an inquiry one of these The returns from general advertising men can be sent out, primed with are developed through retailers information about the company's

(Continued on page 6.)

In Every Test

# The Kansas City Times

Demonstrates its return bringing powers.

---

---

Kansas City, February 18, 1903.

THE KANSAS CITY TIMES.

*Gentlemen* :—If we ever had any doubt as to the value of The Times as an advertising medium it was certainly removed last Saturday morning when from a four inch double column ad run in The Times exclusively (and no other effort made to give same publicity) we sold from 8 a. m. to 12 noon, 360 pairs Men's Shoes. This sale was advertised to close at noon and when time arrived the store was crowded with men.

Yours truly,

(Signed) ROBINSON SHOE CO.

---

---

## ***Circulation Guaranteed***

All waste, returns and free copies deducted for January, 1903, daily average :

The Kansas City Star (Evening)	107,702
The Kansas City Times (Morning)	75,175
The Kansas City Star (Sunday)	109,334
The Kansas City Star (Weekly)	214,227


various plans and policies. These solicitors represent a high form of ability. They can secure a goodly percentage of results from one hundred persons who have never given a thought to life insurance at all. They have manner, ease, knowledge of human nature. They know how to approach all classes of people and talk with them. They seldom miss the psychological moment for producing the application. Bring such a follow-up system to bear upon people who have written to express a desire to know something about life insurance, and a large percentage of returns must follow. Such a force is not peculiar to the New York Life. The exceptional facilities of the average insurance agency for taking care of inquiries are one of the chief reasons why life insurance advertising ought to be more productive than advertising in almost any other line of business. Mr. Lake has become thoroughly familiar with his own follow-up system, however, and now he proposes to augment it with modern publicity.

"Life insurance advertising to-day is a 'baby' proposition," he says. "Money is spent freely for space, but that space is used to tell the public that the companies sell life insurance. Nothing is offered beyond this self-evident information. Now, what would the public think of a clothier who used advertising space to say 'I sell suits,' never going into details? The average reader knows all about a suit of clothes, but the average man knows practically nothing of life insurance. The average business man can tell you much about stocks and bonds, but he can tell you nothing about life insurance. The business man who actually carries life policies cannot tell, once in ten times, just what form of insurance he has, or what it will do for him. There are life insurance solicitors who are none too thoroughly posted upon the policies they sell. The New York Life has fully a dozen forms of policy—twenty year accumulation, four per cent gold, and so forth. I haven't a piece of literature in this office that will explain them to you in simple, non-technical terms. I haven't a piece of literature that

will explain any single one of them. They are all magnificent things. Money has been spent lavishly in developing them. And there are other services rendered by a life insurance company that nobody knows anything about. Many of the services of a trust company in connection with estates are rendered by the New York Life absolutely free of charge under certain conditions. Yet who knows anything about them? The ordinary circular sent out by all companies is nothing short of childish. No man will read it unless he is in the very last stages of the determination to insure his life. Yet even these old-fashioned circulars bring about five per cent of replies. It stands to reason that modern advertising will yield greater returns, and I propose to test various live methods in the work of this agency. My plans are not very definite as yet. Mr. Wolstan Dixey is giving out proposition attention, and will suggest methods and help us with literature. At the outset we shall appropriate fifty or one hundred dollars per week for advertising. I am confident that this sum will soon be quadrupled. I shall probably use personal letters for a beginning. They will be typewritten and mailed to a select list. The first letter will explain that it is part of a series, and that we propose to send one every week, talking about a single form of policy. The man who reads them all will gain a clear knowledge of what the New York Life Insurance Company has to offer him—and I think that most persons will read them all. Other methods will be developed later.

"As for general advertising, it seems to me that a single form of policy ought to be exploited. Magazine space and literature ought to be centered upon clear explanation of its cost, benefits and general plan. Life insurance is a great staple, continually in demand. It will sell itself without active exploitation, to a certain extent, but there are immeasurable possibilities for advertising. For example, it can be made a mail order commodity. Banking by mail is successful, and there is no reason

(Continued on page 8.)

**T**here are  
 more

## TRIBUNES

sold every day within  
the corporate limits  
of the City of Min-  
neapolis than all the  
other local English  
daily publications  
combined

*See report of the Association  
of American Advertisers*

in the world why life insurance should not be sent to every out-of-the-way corner of the land. Advertising will put it upon that basis. There is very evidence that the present life insurance ads are read, vague though they may be. The Prudential is being built up through its advertising, and is one of the best-known companies because it has the Gibraltar trademark. The Prudential is not to be classed with the three giant companies—Equitable, Mutual and New York Life. The latter has more than \$300,000,000 in assets—about three times those of the Prudential. Yet the association of Gibraltar and the idea of strength with this company has created a popular notion that it is the largest company in the world, and every solicitor for one of the giant companies has to work against this impression."

Mr. Wolstan Dixey, too, finds life insurance a good commodity after studying it in the light of fifteen years' experience in advertising. His work with the National Cash Register Company and Library Bureau has qualified him to speak particularly upon propositions that will appeal to business men. To his way of thinking the present methods of advertising are inadequate.

"The insurance advertisement in the magazines begins in the middle of a complicated story," he says. "It is taken for granted that every reader knows all about life insurance, and that he needs only a few statistics. These correspond to the statement in a conservative bank ad. To put out such advertising before the readers of magazines is like bringing a five-course dinner to a man without an appetite. Yet there are magnificent possibilities to life insurance advertising. Any good life company has a proposition so splendid that good publicity must bring results. There is a natural demand for life insurance. People need it in their affairs, and write in for particulars simply because the companies print their addresses at the bottom of the ads. The advertising doesn't have to be clear to bring results to-day, and with this fact to go by it is easy to

see what possibilities lie behind intelligent advertising. The companies spend money willingly enough but they are trying to tell things that the average reader is not interested in at all. Their arguments take two forms. First is the statistical form, with its assets, liabilities and other dry data. The other is the appeal to a man's love of his home and family—'You may die to-night! What will become of your wife and little ones? Father, dear father, come home with me now,' and that sort of thing. The first method is unintelligible, while the latter tells little about life insurance, and is more than likely to arouse resentment. You can't convince a man that *he* is ever going to die—that *he* himself may drop dead to-morrow. You can't convince him that he is ever going to grow old. Simply can't be done. Why, there are men of seventy who will not admit that they are old. Therefore, the best argument lies in a straightforward presentation of facts about life insurance—a business argument couched in humanly interesting, comprehensible terms. The great majority of sensible men would be willing to take out policies if approached in a rational, human way. The right method? A happy medium between these two extremes. As for arguments, most of those used at present are good, and their inefficiency lies in poor presentation. The companies are trying to force upon the reader information that they think he ought to have, whereas they ought to tell him the things he really wants to know about life insurance. That's one of the bottom principles of advertising—to give readers precisely the facts they want. The nearer you can come to doing this the better your advertising will be. You can't hammer information into people when it doesn't interest them—especially complicated information. The right sort of publicity ought to begin with a single fact, intelligently stated. You can't tell too much at a sitting. One of the best arguments for life insurance is its value as a force that compels a man to save his money for a good purpose. I don't know that it has ever been pre-

(Continued on page 10.)

*"One Cent Buys the Best"*

**A Great  
Medium**

**Growing  
Greater.**

**THE MAIL  
AND EXPRESS,  
NEW YORK.**

**ONE  
CENT**

**Saturday Edition  
Five Cents.**

**The Chicago**

**Record-Herald**

gained in January, 1903,  
over January, 1902,

**Daily, 16,563  
Sunday, 83,214**

Daily average Jan., 1903  
**162,768**

Sunday average Jan., 1903  
**206,904**

The only known morning  
and Sunday circulation in  
Chicago.

**THE**

**Evening  
Telegram**

Sells more papers with-  
in the city limits of Tor-  
onto than all the other  
English Dailies of that  
city combined.

It is the Popular  
"Want" Medium.

Everybody reads THE  
EVENING TELEGRAM.

o o

**PERRY LUKENS, Jr.,**

NEW YORK REPRESENTATIVE,

**29 Tribune B'ld'g.**

**The  
Evening Wisconsin  
Circulation Report:**

The average sworn cir-  
culation of the Even-  
ing Wisconsin is now

**22,622**

FEB. 14, 1903.

C. H. EDDY,  
REPRESENTATIVE,  
20 Spruce St., N. Y.

sented on this side. A man will resolve to lay by a certain amount of money weekly, but after a few weeks he becomes careless. Other things crowd him, and he neglects his deposits. After a few trials he finds it a pretty difficult matter unless he is an exception to the commonality. But a life insurance policy forces him to save, and thereby has a value quite apart from its protection. The money cannot be withdrawn, as from a bank, and each month the company takes care that he shall meet his payment. So he finds the money somehow and meets it, and in a few years he is independent. There are other arguments that have never been used, as well as many new ways of presenting the old ones. Any advertising man who will study life insurance can find plenty of material with which to work, and the insurance man who will study advertising and adwriting will soon abandon the old scare arguments and statistical information." JAS. H. COLLINS.

#### ADVERTISING-PHOTOGRAPHY.

Photography, like other professions, is being specialized. Commercial photographers have largely confined themselves to view work, interiors and exteriors of large public buildings; and are employed chiefly by the Government, railroads and view companies. Few photographers have given time and thought to making photographs for advertising purposes; yet, in the near future, the demand for ad-photos will be so great that it will command the services of the best photographers in the country. True artists wish to impress upon their work their own individuality, so that when a good judge of the work sees it, he will recognize it as theirs. This can only be done to a very limited extent by the portrait maker. He has to please each sitter with his or her own face. The trivial and unreasonable criticisms his work is subjected to would fill volumes. In ad-photos one can give full scope to all inventive and artistic talent. One can make a real picture which illus-

trates and embodies an idea. One has the advertiser to please, not with his own face, but with the forceful and truthful representation of ideas. If one has a knowledge of human nature, with its needs and aspirations; and has the talent to take the living models, so pose and arrange them as to faithfully portray facts and emotions, one will be eminently successful. Many photos deserve the definition of Horace: "A picture is a poem without words" and standing alone, would advertise. It costs less to work up a photo for a half-tone or zinc etching than for portrait work. Advertisers pay higher prices than the average photographer gets for his work, because an advertiser is usually a person who appreciates artistic work, and the photo has a specific commercial value to him. If one advertiser does not accept the photo, the negative is not necessarily lost. Another one may like it. Competition is at present quite small, but will grow greater, owing to the increasing demand and attractiveness of this branch of photography, and true merit will always rise to the top, and command good prices. The old saying "the camera never lies" is believed. An ad illustrated by a good photograph is thought to be a true facsimile of the original, and is therefore convincing. Truth is of paramount importance to the advertiser of to-day, and should be the test by which he selects his illustrations. This can be more satisfactorily produced by the camera, at moderate cost, than in any other way. Artistic results must be sought after because they are attractive and interesting, but never to the extent as to obscure truth. Take some farm implement ad. A good clear cut of the machine may be better than a mere type display, but not half so interesting and convincing as a pleasing landscape showing the machine in use and just the exact work it does. In advertising guns, golf, tennis, fishing rods, etc., nothing can take the place of the camera in the hands of the right person. These things not being necessities, must be advertised so as to create want. They must be illustrated in use.

**THE**  
**Pittsburg Press**

**Is the Most Popular  
Daily and Sunday Paper in  
WESTERN PENNSYLVANIA**

**Made so by its Leadership in**

Foreign and Local News Service  
Unequaled Sporting Pages  
Interesting Society Pages  
Up-to-date Fashion and Women's Pages  
Original and Special Comic Pages  
Reliable Financial News  
Beautiful Colored Magazine Sections  
Original Cartoons.  
Copyrighted Serial Stories  
Leadership in Classified and Display  
Advertising

---

**Largest Circulation in  
Western Pennsylvania**

---

<b>C. J. BILLSON, Manager Foreign Advertising Dept.</b>	
<b>Tribune Building,</b>	<b>Tribune Building,</b>
<b>NEW YORK.</b>	<b>CHICAGO.</b>

# WEEKLY AD CONTEST

## ELEVENTH WEEK.

For the purpose of fostering an ambition to produce good advertisements, retail and others—PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, *Care Editor* PRINTERS' INK, 10 Spruce Street, New York.

In response to the competition announced in the opposite column seventy four advertisements were received in time for report in this issue. The one reproduced below was deemed best of all submitted. It was sent in by Mr. George McL. Presson, and it appeared in the Farmington, Me., *Chronicle* of February 18, 1903. A coupon, as provided in the conditions of the contest, was mailed to Mr. Presson. As will be noticed, the phraseology of the contest has been slightly changed, not in any way affecting the original terms of the competition, merely making it a little broader and more appropriate perhaps. Retailers everywhere are invited to send in the advertisements which they use in their local papers and the publishers of local papers are invited to send in the names of local advertisers, who they believe would be interested in reading PRINTERS' INK. Sample copies will be mailed to such names, free. Any retailer who spends as much as a hundred dollars a year for advertising space should read PRINTERS' INK, a weekly journal for advertisers—and the only one—which completely covers the field.

### Study,

### Study,

### Study,

read, figure, draw, investigate, write and re-write from day till night, is the student's strenuous life. Delicate organs like the eyes gradually show the effects of over-taxing in many ways. Mental apathy, headaches and other pains arise from over-worked eyes. Various causes are thought of in connection with the symptoms—rarely the right ones eye trouble. Don't delay or treat the matter lightly. An ounce of prevention is worth a pound of cure, as the homely saying goes. Act in time, be wise—and well. Call any day.

GEORGE McL. PRESSON, Optician,  
15 and 17 Broadway,  
FARMINGTON.

TELEPHONE 47-3.

## CATALOGUES FOR RETAILERS.

Not one retail merchant in a thousand publishes a catalogue of his wares. Probably not one in a hundred has ever given the matter any thought. And yet the great majority of retailers could profitably use catalogues in advertising their business if the thing were done properly. Such lines as dry goods, fancy goods and notions, shoes, hardware, grain and feed, cigars and smokers' supplies, drugs, stationery, furniture, etc., and even groceries and provisions, can be advertised by catalogues. Here are a few hints for the enterprising retailer who would like to try a catalogue. Some bright, sunshiny morning when you are feeling good, take a pencil and pad and start in on your catalogue. Go over your stock and jot down on your pad a short description of each article. Imagine you have a prospective buyer with you, and say on paper just what you would say to a customer. Make it short and plain, and stick to facts. Write rapidly with little thought to the wording of your sentences, trying rather to get into your sentences the enthusiasm and idiomatic expression you would instinctively use in talking to a customer. If the variety of your stock is large and you get your whole heart in your work, you may be surprised to find when you have finished that it is long after lunch time. Well, stick the manuscript in your desk and go eat. Let the manuscript "ripen" for a few days before you look at it again. Then condense it—making it still briefer—and polish it a bit. You will find some expressions in it that seem too colloquial. Cut them out. In short, have the reading matter terse and lively, and at the same time dignified. It can be done. Right here most advertising writers would tell you to preface your catalogue with an introduction setting forth the age and reputation of your store, your own standing in the community as a private citizen, your gratitude to your friends for past favors and your hope for their continuance, etc. Never mind that. People are tired of it. Rather than

print a long introduction in small type, take a whole page for an introduction of just one paragraph in big letters. Use a paragraph something like one of the following—but only one of them, mind you: "This booklet is to supply you with information about this store. This store is to supply your hardware needs satisfactorily and cheaply. Use this booklet for your own convenience. Use the store for the same end. This catalogue is our store window. If you see anything you like, come in and buy—or don't buy if you don't want to; just ask questions. You're welcome."

"This booklet is the honest truth. If you buy anything here that isn't just as good as we represent—if we have overstated a single point—please bring it back and let us return your money."

Then take up the illustrations. Have plenty of them. They are not expensive. Some few it may pay you to have made expressly for your own use. If your catalogue is to be printed on calendered paper, you may be able to use halftone cuts, but as a rule "line cuts" will be more suitable. There are so many good "stock" illustrations available for every sort of business that you can secure a good assortment at no great expense. When it comes to getting the plates made for the special illustrations, put the work in the hands of a first-class engraver. Don't make the common mistake of getting cheap work at the sacrifice of quality, or your catalogue will also be common. The same thing applies to the printing. Get a good printer, even if you have to go out of town for him. Print the catalogue on good paper in clean, up-to-date type. Have everything just a little better than seems necessary; it's the secret of effective work the world over.—*Advertising World.*

## A COMPREHENSIVE ENTERTAINING BOOK.

The biggest advertising lessons, as in every other business, are to be learned from the Library of Life—they are found in the book of experience and the type is so big and clear that all may read. If you meet a man who tells you that he knows all there is to know about advertising you may be sure that he has never entered this Universal Library.—*Pacific Coast Advertising.*

## A NOVEL SCHEME.

This method of stimulating the sales of a summer novel originated on Park Row, and proved to be the only successful advertising in the campaign of an unsuccessful book. The heroine of this particular novel was no better than she should have been in the moral sense, while as a fiction character she fell far short of the popular standard. A fair amount of display newspaper advertising was done, and the book also received extended reviews throughout the country. Sales were very slow, however, so the publishers began sending out postal cards bearing what appeared to be a hastily scrawled personal message. These were written by the members of the firm, and the first lot went to prominent persons in various parts of the United States. One mailed to Mayor Johnson of Cleveland, for example, read thus:

Dear Tom—I think we know the original of Mimi Clyde in George Bartlett's new novel, "Blessed Bachelorhood." Isn't it true to life?

The postals bore no date, while the signature was purposely made indecipherable, consisting of what seemed to be a single name. The most wily handler of a large personal mail would hardly have suspected an advertisement. In each instance the recipient was addressed by his or her first name, and where possible the wording was varied to utilize well known personal traits. No hint of the publishers was given, and those who procured the novel got it through bookstores. The first batch consisted of a couple of hundred postals, and for each one sent out a book was sold either through booksellers or the news company. In some cases the recipients sent direct to the publishers' office, and one copy went to the White House on the heels of a postal addressed to President Roosevelt. To a well known New Englander who was to entertain the President a postal was sent reading:

John—They say that "T. R." is indignant at the way in which George Bartlett has shown up certain people in "Blessed Bachelorhood." What do you think about it?

In this instance a telegraph order for the novel came direct to the

publishers. The second batch of postals went to reformers, leaders in anti-vice movements and others who were asked to procure a copy and judge whether it was fit for general reading. Society leaders at summer resorts were warned to keep the story out of the hands of young people, while actresses, theatrical managers and others whose names were taken from the daily papers were each given quiet tips about certain points in the story. To every clairvoyant and medium advertising in the New York dailies went a message reading:

Dear Prof.—Here's a tip; the original of Mimi Clyde in George Bartlett's new story "Blessed Bachelorhood" will call on you in a few days to test your power. Get next.

Some five hundred of these postals were sent out in the period of a month, and as many books were sold during the time the scheme was operated. "Blessed Bachelorhood" finally proved deficient in the qualities that make for success in summer novels, and as the publishers began to have twinges of conscience regarding the honesty of such methods the plan was abandoned. As a means of arousing interest it was highly successful, however. The force and novelty of such a personal advertising method is very great. With slight variations the plan might be adapted to other purposes. While flip-pant postals would do permanent injury to many commodities the experienced advertising man will have little difficulty in taking advantage of the scheme's merits and calling attention to sales or goods without arousing antagonism.

## PARADOXICAL



OFTEN ON THE TABLE, ALWAYS CUT, BUT NEVER EATEN.

## QUAKER CITY POINTERS.

By John H. Sinberg.

Aside from the regular full page advertisements which appear in nearly all of the Philadelphia newspapers, John Wanamaker of late has been using space of about one hundred lines across three columns, setting forth the excellent quality of gas ranges—particularly the Wanamaker style. For the purpose of demonstrating the superiority of gas ranges, Miss Andrews, an expert of the Mrs. Rorer class, shows how certain palatable and apparently difficult-to-cook dishes are easily and readily to be secured by employing the gas range. These small Wanamaker advertisements are models of their kind and are attracting much attention. Here's part of the reading matter which appeared in one of the more recent advertisements:

When a fine big roast of beef is cooking in a coal range it smells good enough all over the house—but that very odor shows that the life of the meat is wasting away.

To-day in the Wanamaker Cooking School, Miss Andrews will show how a gas range retains all the flavor, juices, weight and life of a roast. A ten pound roast in a coal range weighs when cooked but eight pounds. A ten pound roast in a gas range weighs but an ounce or so less when cooked.

The secret is: The sharp heat of a gas range crisps the outside of the roast at once and keeps in the juices.

This afternoon Miss Andrews will show how a gas range makes spongy, light bread and good cake.

Daily sessions, with change of menu at every session: 10.30 in the morning; 2.30 in the afternoon.

These cooking school sessions are well attended and prove excellent convancers—judging by the great number of gas ranges sold during the short time I was in the Wanamaker store.

\* \* \*

Of late the "Business Opportunities" columns of the Philadelphia papers have contained an unusual number of advertisements from persons who buy and sell other people's business. As I don't remember ever reading anything about such advertising and its purport in PRINTERS' INK or other advertising journals, I called on one of these "buyers and sellers of businesses" and gleaned the following interesting information:

"Some people think buying a

business is an easy matter, but I know several men who have spent months and lots of money searching for a good, genuine investment. When you want to buy other things you go to a store or market, where what you require is sure to be found. Why not use the same good sense when you want a business? My office is a market exchange for businesses. We have a constant supply of good genuine businesses. Death steps into a family and the business must be sold; it is sent to me. A man stands bond for a friend who defaults, and the business has to be sold to make good. Old age creeps on, or sickness occurs, and the business has to be given up, and I get it for sale. There are scores of genuine businesses changing hands weekly without advertising or publicity. People who want to sell send for me. People who want to buy call or write to this office, and I do my best for them. A busy man with a good business has no time to spare to sell his own business. It is cheaper and better to put it into the hands of an expert who can attend to the correspondents, and who can weed out the man who really wants to buy, from the trifler who only wants to kill time.

"Some think it is better to open a business. Well, one man in one hundred does so successfully, but the other ninety-nine will find it best to buy a 'going' concern, provided he buys the business at an honest price. People who sell their own businesses often do so because respectable brokers will not touch them at their exorbitant price. I have had over ten years' experience in disposing of all kinds of businesses, from \$100.000 to \$200: large and small buyers get the same attention. I discourage fancy prices. My motto to a seller is to take for his business what he would like to give for it himself if he were the buyer. If trustees or executors authorize a sale to close down an estate, I view same and fix the selling price. I put on my books only those businesses I can honestly recommend to my clients whom I have to meet as I go round almost day by day, and on whose recommendation I hope to make many new customers."

## GENERAL ADVERTISING IN NEW YORK CITY.

A small campaign in New York surface cars now being begun by Knothe Brothers, 122 Fifth avenue, reveals a principle of advertising that has not been widely utilized as yet, but which will probably play an important part in publicity along certain lines in the future. It is the principle followed by Mr. Keiser in exploiting Keiser-Barathea Cravats, and is based upon the fact that New York City is the great center of the clothing industry. Not only do thousands of clothing buyers, retailers, wholesalers, jobbers and



The strain of life begins in youth. Always equal to the strain—



**Samson Suspender Waist.**

manufacturers visit the metropolis every year on business, but ten times as many people who dress well make an annual pilgrimage to New York to buy clothes, attend the opera and theaters, take part in the city's social life and catch its latest note. The latter class might be called a "clothes-wise" contingent. It watches tendencies very closely during its stay of a few days or weeks, and makes careful note of new articles of wear exhibited in shops, advertised in papers and cars, and worn by thousands of carefully dressed residents of Manhattan. As a consequence, the man who would spend a modest appropriation in advertising a novelty of wear is likely to get the greatest volume of returns by advertising that novelty in New York. The next great center is Chicago.

Knothe Brothers make high-grade suspenders, belts and a patented shirt waist for boys. Suspenders have hitherto been a somewhat nondescript commodity so far as advertising is concerned. Little thought or attention is given this article of dress by the average man, and there are few "talking points" upon which to base suspender advertising. For some years, however, the firm has been

experimenting with the materials used in making suspenders, and distinct improvements have resulted. Instead of the old-fashioned thick web, which is hot and clumsy, a new material of great strength and lightness has been evolved. The highest word in suspenders is the name of a celebrated Parisian maker who produces a light suspender widely known in the haberdashery trade and among careful dressers. The new "Knothe Weve," as it is called, compares well with this French article in all particulars, and a new feature is found in the ends, which are made of a leather imported from Japan. The French article is finished by hand, the work being done by thousands of girls throughout France who find it a source for pin money. This hand finish is distinguished by a certain dainty rounded tip which has not heretofore been produced by machinery. Hand work is out of the question in the United States, but Knothe Brothers have succeeded in producing this tip by machinery, and have now an article that is not only better than the average American suspender, but which offers excellent "talking points" for the advertising man. The regular Knothe suspenders have long been a staple with clothiers and haber-



Suppose you try climbing a tree yourself. Then you'll know why the boy likes a



**Samson Suspender Waist.**

dashers, and in introducing the new "Knothe Weve" it is important that nothing be done to injure established trade. To introduce the "Knothe Weve," therefore, the firm has taken space in New York cars in the belief that the creation of a strictly metropolitan demand is equivalent to the creation of a national demand or, at least, the first and best foundation for a wider campaign. Mr. Keiser's cravat advertising was begun in the same manner, and from this nucleus has been developed by the distribution of his cravat book reviewed some time ago in PRINTERS' INK. Knothe

Brothers' publicity has heretofore been confined to trade journals, which have been used only to a limited extent. The *Haberdasher* has brought the best results. It is their belief, however, that advertising in New York City will give better and cheaper publicity than the trade journals. The street car campaign is being reinforced by mail literature, chiefly small folders bearing but a sentence or two of argument, sent to retailers by way of keeping them interested until the firm's salesmen arrive.

The same principle is to be followed in advertising the Samson Suspender Shirt Waist for boys. This article has a curious history which ought to be utilized in its publicity—a history that will give it a real element of human interest. The Samson Shirt Waist was invented by a Brooklyn woman of means who had the usual difficulty with the buttons on her own boys' waists. It consists of a light, strong harness, with elastic at the points of greatest strain, and proved to be so good a thing for her own youngsters that she wanted to give the benefit of her invention to other mothers. Several manufacturers were approached, but no one was interested until Mr. A. C. Knothe met her one day by accident. The invention had so many points of superiority and originality that he took the rights, and the firm has now made Samson Shirt Waists nearly five years. Through its merits, aided with advertising in the *Ladies' Home Journal* and other mediums that reach mothers, a fine trade has been built up, and it is now proposed to extend this trade

by advertising in New York surface cars. Considerable success has been had by furnishing literature and cuts to dealers. The inventor of the Samson Shirt Waist devotes all her royalties to charitable work, and it is an express condition of the firm's contract with her that they employ when possible, women who cannot go out to work in a factory. Facts of this sort distinguish such a commodity and make advertising material of the very best kind. No use has heretofore been made of this story or the conditions under which the Samson Waist is produced, but Mr. Frank C. Knothe says that the firm intends to give them wide publicity in the future. The cards being used are fine illustrations of children wearing the waist, with short pithy catch lines such as "Holds the clothing up without holding the boy down."

#### GOOD THING TO PASTE IN HATS.

Don't fail to get address of customer when possible. Don't fail to memorize the ads of your store. Don't let your interest lag. Don't hide from a poorly dressed customer. Don't converse with other clerks while serving trade. Don't forget that it is the hustlers who get the raise in pay. Don't forget that if you want promotion you must merit it. Don't forget that the more you know the more you are worth. Don't get angry if the other fellow gets a raise—just hustle. Don't fail to be honest with your employer and customers. Don't be a "knocker." Don't growl when asked to do a little extra work. Don't forget that a lot of small sales are as good as one big one. Don't think by watching the clock that the store will close any sooner. Don't fail to impress customers so they will ask for you next time. Don't lose your patience with a hard customer. Don't forget to introduce some other article to customers besides that which they bought. Don't fail to try and make as many extra sales as possible.—*St. Paul Trade.*


## YOU'RE IN GOOD COMPANY.

The WASHINGTON EVENING STAR, in the effort to keep its advertising columns clean and unobjectionable, rejects advertisements, amounting to thousands of dollars annually.

The decent advertiser is not obliged to associate in THE STAR'S columns with the fake massage and fortune-telling establishments, abortionists, improper personals and secret disease advertisements that disgrace the columns of so many newspapers.

M. LEE STARKE,


Manager General Advertising,  
Tribune Building, New York. Tribune Building, Chicago.

 HE typing for this article was done exclusively on a (one, single) typewriter, one of the leaders, but no better than many competing mechanisms, also leaders, sold in the open market. The machine differs in no essential detail of key-board arrangement, mechanical appointment or adjustment, equipment of type or speed of operation and get-ready, from hundreds of others used in every civilized country.

There are literally thousands of operators in New York alone who in a few hours practice could call type for the line-engraver copy for any imaginable kind of book, news- or job-composition, in any sizes of type, in any modern language, in any size or proportion of page, in type everywhere recognized as the world's business type. The ability to obtain such results is not dependent upon special artistic ability, typographical experience, or upon the possession of mechanism not easily within reach of all. All that is required is any good typewriter, in good condition as to black-record inking, alignment and clearness of type impression; pen and ink, scissors, square, paste and mounting cardboard. So equipped the operator will ere long do callityping combining the precision, celerity and economy of the present time with the inworked personality reflected in the printing blocks of pre-Gutenberg days.

#### DIFFERENT SIZES

are produced by grading the degree of line-engraving reduction. This page, for example, was reduced to its size of  $3\frac{1}{4} \times 7$  inches from the original typing measuring  $8\frac{7}{8} \times 12\frac{5}{8}$  inches. Ever mindful of the fact that the smaller the size of printing type wanted, the larger should be the page or column of the original typing compared with the printing size, an intelligent application of the rule of three enables any capable operator to produce at desire any sizes of types, including micro-types, without any knowledge of or reference to ems, points, or sets. In nine-tenths of the writing machines in successful use there is substantial uniformity in the dimensions of the line and letter mechanism: they write about six lines perpendicularly and ten letters horizontally, to an inch. In callityping a fac-simile reproduction of the original typing is named sixto because six lines are typed to the inch; sevento is the next smaller size, called so because the size of the type on the printing block is seven lines to an inch. Then come eighto, ninetto, tento, elevento (this size type), twelveto (on the next page), etc.

 RNAMENTAL letters to serve as initials are produced by leaving open spaces in the original typing, and, when the page is otherwise completed, drawing the embellishing characters with pen and ink on separate pieces of paper and pasting them on the mounting cardboard along with the typed matter. When sufficient skill with the pen can not be acquired or commanded, use a pair of scissors on any discarded, black-printed book happening to be loose. Even browsings among the display pages of the despised "yellows" surely yield satisfactory results. In the same way florettes, fancy borders, panels, difficult tabulations, diagrams, music, maps—in short, anything unmodernized—can easily be turned to advantage. One trial convinces. Of course the progressive callityper does not wait till the exact typing time comes to cull conveniences, but cleaves out, in every spare moment, anything that captivates his fancy or may serve his particular purpose, so as to be prepared for the rainy day.

#### THE EVEN MARGIN

THIS article introduces the evenmark and the undermark, both of which were devised for the purpose of enabling operators to produce parallel margins in one writing. They are to be used in combination with careful double-spacing and half-spacing. The evenmark is a filler-out made by striking a hyphen over a diagonal mark while the space bar is held down, producing the ⁂. Instead of this kind of evenmark, an ornamental penwritten outline can be made with the pen if desired. The undermark is the underscore (  ) used as a sign of division, but struck under, instead of after, the letter. Undermarks are employed where no space for the conventional sign of division is left within the set limit. In callityping, nonsyllabic division is made when necessary; all signs of division are at discretion unused when the first part of a divided word cannot be mistaken for a word by itself; the sign of division is struck at the end of a line or at the beginning of the following. At discretion

words in the copy are transposed, in lists of names, as, for example, Turkey for Italy, or vice versa, according as the exigence demands the addition of a letter to fill out the line, or the subtraction of a character to gain a space.





One typographer might snail at the idea of making transpositions as one goes along, but it must be borne in mind that typography, like "Man's love," "is of man's life a thing apart," and that devices impracticable under typographic dispensation become perfectly feasible in calligraphy under whose auspices any literate man easily be a print-typewriter, doing type-composition on the writing machine as easily as the work of writing letters is now done. Further, writers of advertisements usually edit their own copy, and finally, most of those good enough to be their own

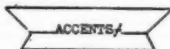
# Stuarts Swell Styles in Summer Dresses and Costumes



Costumes for street, afternoon and evening wear, in white lawn and organdy, in a great variety of stylish new productions - those charming creations captivating all womankind.



composers are good enough to be also entrusted with power of revision and excision, even as skilled linotypers, in many offices, are already entrusted with such authority:



ALL modern languages can be callityped in all sizes of type by supplying the machine with the accent marks on bars otherwise typeless. By holding down the space bar any one of the above characters can be struck over any other on the keyboard, producing

1234567890 1 2 3 4 5 6 7  
8 9 0 1 2 3 4 5 6 7 8 9 0  
1234567890 1 2 3 4 5 6 7 8 9 0  
Received of \_\_\_\_\_  
cents \_\_\_\_\_ dollars \_\_\_\_\_

Lines in a slanting direction are callityped by typewriting them

in stair form, and then pasting them on in any direction desired::

Lines in a slanting direction are callityped by typewriting them

in stair form, and then pasting them on in any direction desired::

Lines in a slanting direction are callityped by typewriting them

in stair form, and then pasting them on in any direction desired::

Lines in a slanting direction are callityped by typewriting them

in stair form, and then pasting them on in any direction desired::

Lines in a slanting direction are callityped by typewriting them

in stair form, and then pasting them on in any direction desired::

Lines in a slanting direction are callityped by typewriting them

in stair form, and then pasting them on in any direction desired::

## A TYPOGRAPHICAL ODDITY.

The specimens contained in the three adjoining columns illustrate a process invented about a year ago by which printing plates are made without the use of type. The matter is typewritten on clean, white paper, embellished by drawings or cuts clipped from other printed matter, and then reduced by the zinc etching process. The inventor, Mr. Jacob Backes, 203 E. 13th Street, New York, after the habit of inventors in general, believes that his process will ultimately displace typesetting machines, compositors, galley boys and all the people and appliances of the composing room, and that all publications from the simplest four-page folder to the *Century Magazine* and *New York Journal* will be printed by his method. Thus far Mr. Backes' process has not been taken up by any widely circulated publication and is therefore not generally known to the reading public. Being a novelty it has possibilities for the advertising man. Where small spaces are used in daily papers for retail store news it is an advantage to have one's announcements in a distinctive type dress. Many firms go to the expense of special type faces to secure this individuality. By typewriting small ads and reproducing them after Mr. Backes' method the expense would be considerably reduced and the clear, easily read, novel dress would quickly attract attention. Combined with a clean-cut, forceful style of writing, such ads ought to give a store a most desirable personality. The process could also be used for booklets and other literature, but its chief attraction seems to be that of originality, and after readers have become accustomed to the odd appearance of such matter, the advertiser would doubtless find it wise to return to more conventional and tasteful methods of presenting his printed thoughts.

## NEW USE OF SOME OLD IDEAS.

The Alton's advertising man has made another hit. His recent poster portrays a convict in a lonely cell writing an affidavit that, having ridden over the Alton, he had patronized no other line since, and at once caught the eye of the travelling public. His latest is a reproduction of an attractive folder of a portrait of an engine crew, the grimy fireman shovelling coal, his face illumined by the glare of the furnace, and the grim and alert engineer, his hand on the throttle and his eye on the track. —Post, Houston, Texas.

FEBRUARY						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH			
Su	Mo	Tu	We
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	



# DRUG STORE ADVERTISING.

There is more possibility for variety in advertising a drug store than any other store outside of the department store, while the druggist's manner and the quality of his goods will draw or repel trade in a more marked degree than in any other line of business. Drug stores are divided into two classes: those who cut the rates on prescriptions and patent medicines and those who charge the regular price for them. The cut rate stores are generally the ones who do the most and best advertising and consequently get the most business. In newspaper advertising it is not so much the amount of space used as how you use it. The space used should be in a good position and should be changed daily and where it is small, only one article at a time should be advertised. A little humor now and then will do no harm, and will do some good, but there should not be too much of it—the muscles of one's face get tired with too much smiling. As a rule prices should be used but not always, as often the prices of one line of goods vary so that it is impracticable. The points to bring out in your advertising are the care and skill in compounding prescriptions; the many opportunities for saving money; the big list of varieties to choose from and the care you use in buying only the best drugs. The soda fountain is a very fruitful topic of conversation in your advertising. In the winter time it is the hot drinks—just a little better than anybody else can make them. In the summer time it is the cool and refreshing drinks well advertised that make that particular drug store the most popular corner in town.

Sometimes the location of a drug store is such that newspaper advertising is not effective. These stores should publish their own little paper, getting it out at least once a month and distributing it to all homes in that neighborhood. These little papers, when they are properly printed and well edited, make very profitable advertising mediums. Another good advertising scheme is to take two or three articles from the store each day or two days or week, place them in the window, and put a slightly cut price on them. These prices should be marked in plain figures so that every passerby will be attracted by them. This method alone has been known to build up a good trade, but it is much more effective when used in connection with good newspaper advertising. Every drug store should at certain intervals send out to its customers and those who should be its customers, pamphlets, circulars or some other bit of bright matter, that will attract them to it. Where a certain article is being advertised by the manufacturer it is well to send to your customers postal cards announcing that you have the sale of this particular article. It may be that the sale from this particular article will not pay for the postal cards, but such a system carried out with more or less regularity will eventually result in profitable trade. It will impress people with the idea that the druggist is enterprising and that you want their trade. The enterprising druggist will make use of all almanacs, show cards and other advertising novel-

ties that the wholesalers send out. You should always have your name on these. —*White's Sayings.*

## THE FUTURE.

It is a pity that statistics are not available to show the growth every year in the amount of money spent on advertising. Each year the expenditure, it is evident from the increase in the number of advertisers, is considerably more than in the preceding twelve months, and every year the business becomes of more national importance. If we read the signs of the times aright, then advertising is fated to become the greatest industry in the whole world. The amount spent on obtaining publicity will be larger than the expenditure in any other department of commerce, and the number of people employed, in some way or other, in the exercise of the art, will be in corresponding importance. It may be a slightly Utopian prediction, but we will also prophesy that in future years—not very far ahead—a boy who is being educated for a commercial career will be taught something of the principles of Successful Publicity. This is not so Utopian an idea as it would seem to be at first sight. Advertising has already arrived at such a stage that, to anyone who vents, or has to do with the vending of, merchandise, it is one of the most important departments in their business. That is equivalent to saying that advertising is of serious interest to a preponderating majority of the adult inhabitants of the world. Surely, then, if bookkeeping, shorthand and similar subjects are included in the curriculum of a commercial education, the Principles of Publicity might well take a leading position. —*Advertising World.*

## Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

**THE TIMES-DEMOCRAT**, Charlotte, N. C., leads all semi-weeklies in the State.

**THE CHARLOTTE NEWS** heads the list of afternoon papers in North Carolina.

**WE** make \$600 filling space. You can too. Plan 10c., cl. free. **DEAN**, (104) Mt. Sunapee, N. H.

**WANTED**—To help everybody make \$100 and more per month. **THE SCHEMER**, Alliance, O., tells how. Ask for copy.

**MORE** than 300,000 copies of the morning edition of the **World** are sold in Greater New York every day. Beats any two other papers.

**THOROUGHLY** experienced advertising manager would like to take charge of this department for some good daily. Now in charge; highest reference. "H. E. K.," Printers' Ink.

**ADVERTISER SOLICITOR** wanted to handle Eastern Business for "Art and Photography," the only illustrated magazine published South. Devoted to Art, Photography and Recreation. A hustler with good reference only. **ART AND PHOTOGRAPHY**, Atlanta, Ga.

**A NEW YORK** Advertising Agency wants an outside man, young, of good address, civil, persistent, but not cheeky; having some knowledge of the comparative merits of local newspapers and desiring to learn the business—which is a very good one. State age, previous employment, salary expected, and name one or two references. For the right man this is a good opening. Address "ADVERTISING AGENCY," P. O. Box 672, New York City.

**ADVERTISING MAN**, who has had supreme control of a successful business for nine years; and has reached the limit of his advancement in this position, is open for engagement where extensive experience and keen business sagacity will be appreciated and rewarded. My present position is taine as long as I choose to remain. I have written books on advertising and have taught the subject. Can handle heavy correspondence by dictation, write and place advertising and successfully plan advertising campaigns. Prefer to assume position temporarily or sufficiently long to prove capacity as an earning factor. Address "SPECIALIST," care Printers' Ink, New York.

**WANTED**—A man, the best the market affords, to assist in advertising department by taking entire charge of the printing; one who can buy printing and make catalogues from the ground up; thoroughly familiar with the best kinds of printing and engraving and qualified to buy that sort to the best advantage; must be familiar with paper sizes, values, up to date in every way. To the right man a good position with a good future, with one of the largest mercantile houses in Chicago, is open—a house that is constantly getting out catalogues and other printed matter in very large quantities. In replying state age and experience in detail. All applications considered confidential. Address "Z. Y.," 811 Boyce Bldg., Chicago.

#### EXCHANGE.

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

#### FOR SALE.

**TAKEN** on mortgage in Boston, presses and cutter. Cheap. **THE DEAN, Mt. Sunapee, N. H.**

**THE CHARLOTTE NEWS** and **TIMES-DEMOCRAT** have the largest circulations in the best city and county in North Carolina.

**YOU** can buy space in the **Charlotte NEWS** at reasonable rates. It carries more advertise than any other North Carolina daily.

#### PRINTERS' MACHINERY.

**WE BUY, SELL OR EXCHANGE** Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price.  
**CONNOR, FENDLER & CO., N. Y. City.**

#### MISCELLANEOUS.

**MAILERS** get back postage by inclosing our catchy circular. **SUCCESS SUPPLY CO., Santa Rosa, Cal.**

**THE** management of every live newspaper wishes to increase business—daily—weekly—monthly. It must chiefly be gained through an increase in advertising. Advertising is a peculiar proposition to new or prospective converts. It's a force and a tool and can work destruction as well as success. An advertiser must be systematically developed. First his mind must be prepared, the field cleared, and then comes the practical, tangible proposition. **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, is the pioneer force to make—first, converts to advertising, then to show the young advertiser the way to success. The missionary work of **PRINTERS' INK** is as unique as it is successful. It works silently and surely on mind and intellect, especially on the latter. The newspapers of the United States can point to no other single factor that has done so much to enhance and develop their advertising. The publishers of **PRINTERS' INK** are willing to bargain with a few newspapers of the highest grade to send a specified number of **PRINTERS' INK** subscriptions and allow them to be paid for by an advertisement of **PRINTERS' INK** to be inserted in the paper interested. Any one interested should specify how many subscriptions are wanted and inclose his latest rate card. Address **PRINTERS' INK**, No. 10 Spruce St., New York.

#### ADVERTISING MEDIA.

**DROP** an ad to the country paper that brings results. **TOWN TALK**, Ashland, Oregon.

**25 CENTS** per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

**40 WORDS**, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

**POPULATION**, city of Brockton, Mass., 40,063. The Brockton **ENTERPRISE** covers the city.

**ADVERTISER'S GUIDE**, New Market, N. J. A postal card request will bring sample copy.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**WHOLESALE** and **RETAILERS'** REVIEW, San Francisco, covers wine, beer and spirit trade of entire West and Orient. It creates a demand. Write for rates.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater st., N. Y.

**\$10** will pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

**50,000** GUARANTEED circulation, 15 cents a line. That's what the **PATHFINDER** offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

**THE FREEMAN**, the national organ of the Negroes. It is supreme in this field. A valuable mail-order medium, reaching a class of customer not now reached by your present system of advertising. Advertising returns are the convincing arguments of its circulation. Not to surprise you would surprise us. Advertising rates on application. **GEO. L. KNOX**, publisher, Indianapolis, Ind.

**THE NATIONAL FARMER AND STOCK GROWER** is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Guaranteed circulation 100,000 copies each edition. For advertising rates address any up-to-date agency, or the publisher, **PHILIP H. HALE**, 416 Granite Building, St. Louis, Mo.

#### TO ADVERTISING AGENTS.

**WRITE J. M. RYAN**, Old Orchard, Me., about high-class advertising proposition making strong appeal to concerns manufacturing for general consumption throughout the U. S.

#### SUPPLIES.

**W. D. WILSON PRINTING INK CO.**, Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

#### FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

#### BOOKS.

**DEPARTMENT STORE DIRECTORY.** \$1 postpaid. 293 Broadway, New York.

**"LEADING NEWSPAPERS,"** a handbook for advertisers, compiled by the editor of **PRINTERS' INK**, is now ready for delivery. Every advertiser and every student of an advertising school should add this book to his working outfit. It's a handsome volume, substantially bound in green cloth and gold, pocket-size, and will be sent postpaid upon receipt of one dollar. Seven separate chapters give broadly written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter. Address **PRINTERS' INK**, 10 Spruce Street, New York.

CALENDARS.

**M**OST artistic line of advertising calendars ever offered. Write for price list.  
BASSETT & SUTPHIN,  
45 Beekman St., New York City.

PREMIUMS.

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 51st issue now ready; free. S. F. MYERS CO., 45-50-52 Maiden Lane, N. Y.

**L**YON & HEALY'S NEW PREMIUM CATALOGUE now ready contains musical instruments of all descriptions, including a special cheap talking machine, \$30,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for this catalogue to PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

TRADE JOURNALS.

**H**ARDWARE DEALERS' MAGAZINE.  
Sample copy 10 cents, New York City.

ADDRESSES FOR SALE.

**5,000** TO 7,000 names of poultrymen and farmers for sale. NATE COLLETT,  
R. 4, Edinburg, Ind.

MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. F. J. VALENTINE,  
Mfr., 178 Vermont St., Buffalo, N. Y.

**MAILING MACHINES**—No type used in the Wallace Stencil Addressing Machines, which address wrappers, envelopes, etc., at the rate of 100 per minute. A card index system of addressing, a great saving of time and money, used by Printers' Ink, Butterick Pub. Co., Cosmopolitan Mag., Leslie's Mag., the Ellis Co., A. D. Porter Co., Comfort, Augusta, Me.; Cushman Couple, Boston, Mass.; W. B. Conkey Co., Home Life Pub. Co., Chicago; Press Pub. Co., Lincoln, Neb., and scores of others throughout the country; write us for terms and circulars. WALLACE & CO., 29 Murray St., N. Y. City.

ADDRESSES AND ADDRESSING.

**400** FARMERS' names, 25c. All just copied from rural mail boxes. Heads of families only. F. S. HOLLIS, Swanton, Ohio.

BONDS AND CERTIFICATES.

**T**he best and the cheapest Bonds and Certificates.  
Write for samples and prices.  
KING, 106 WILLIAM ST., NEW YORK.

ILLUSTRATORS AND ILLUSTRATIONS

**H.** SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

NEWSPAPER METALS.

**A** FAVORABLE IMPRESSION—You can make it every time by using Blatchford Linotype, Stereotype, Monotype and Electrotype Metals. Our "Metal Lore Supplement" contains valuable hints regarding the care of metals—write for it. E. W. BLATCHFORD & CO., 54-70 No. Clinton St., Chicago.

PRINTERS.

**I**F you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

**Y**OUR success depends upon the wording and dress of your advertising. We clothe it attractively and write copy when desired. Our printing produces results. Monthly calendars a specialty.

INNES & SONS, Printers for Advertisers,  
200 S. 10th St., Philadelphia.

ADVERTISING NOVELTIES.

**S**OME careful firms say our advertising novelties pay. RADECKE MFG. CO., Chicago.

COIN CARDS.

**\$3** PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

HALF-TONES.

**G**OOD half-tone at a low price. STANDARD,  
61 Ann St., New York.

ADVERTISEMENT CONSTRUCTORS.

**I** WRITE ads that sell things. ED. C. BARROLL,  
Advertiser, Farmington, Mo.

**A.** B. MERRITT, Writing, Printing and Illustrating for advertisers. Gd. Rapids, Mich.

**G**IVE details and I'll make proposition direct. JED SCARBORO, 357A Halsey St., Brooklyn.

**B**USINESS BUILDING advertising written by WILLIAM H. BESACK, 934 Barnett Ave., Kansas City, Kan.

**E**DWIN SANFORD KARNs, writer and promoter of profitable publicity, 571 East Forty-third St., Chicago.

**H**ENRY FERRIS, Ad [H] mark.  
918-920 Drexel Building, Philadelphia.  
Ad-writer, designer, adviser.

**J**OHNSTON writes talk that wins business, at prices consistent with service rendered. Ask for samples. 45 Ky. Ave., Lexington, Ky.

**B**ANKERS and retailers should write on business paper for samples and prices, illustrated advertisements. ANT LEAGUE, New York.

**A**DDING my fee to the cost of a booklet is the same sort of investment as beating the air. You have for s.a.e. ROSS D. BRENNER, Keith Building, Philadelphia.

**M**AYBE the best points about what you sell haven't been brought out yet, or at least not strong enough. I can dig them out and present them as that ought to be done. BENJAMIN SHERBOW, 1019-1021 Market St., Philadelphia.

**A**DWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

**T**'IS FRIGHTFULLY COSTLY!!  
for a man in any business or profession whatsoever, to be FORGOTTEN and this is what makes oblivion come so very, very "high." The man who is REMEMBERED by a buyer about to place an order is the man who gets that ORDER every time, whereas the man who is FORGOTTEN don't. I make a specialty of building into memory joggling "things" of various kinds that when persistently used insure their promulgator against being so EXPENSIVELY FORGOTTEN. Many of these "little things" of my "get" slip into the regular 6 1/2 envelopes and into most "Leads" from No. 7 upwards and say in small space quite as much as need be said to a busy man with his thirst for "hot-air" and "padding" under perfect control. I'm always glad to send samples of my "doings" to those whose communications suggest possible business, and who know too much to use a postal card when asking that they be sent.

REMEMBER THIS, MY BROTHERN!!  
You cannot "refresh" a buying memory too often—if done discreetly.

My "doings" include catalogues, booklets, price lists, folders, circulars, mailing cards and slips, circular letters in series, newspaper, magazine and trade journal advertisements; in short, commercial literature in all of its many possibilities.

My work includes writing up the subject matter for all such things, from notes furnished me—often from very meager ones.

FRANCIS J. MAULE,  
No. 61, 408 Sansom Street, Philadelphia.

# AMERICAN NEWSPAPER

**Every one who knows anything about the American Newspaper Directory is the standard.**

As a matter of plain truth, there's only one. The American Newspaper Directory is the Webster's Dictionary for advertising. As for its integrity, I don't believe that any fair-minded man ever questions it, be he publisher or advertiser.—*Daniel M. Lord, of the Lord & Thomas Advertising Agency, Chicago.*

We have not been without a copy of the American Newspaper Directory since we have been users of advertising space, and feel that we could not well get along without it.—*Scott & Bowne, New York.*

Last spring we had occasion to look up the circulation of a large number of newspapers, and although we had a half-dozen directories in our office, we purchased a copy of the American Newspaper Directory and used it as the standard in the work we had in hand.—*L. B. Jones, Eastman Kodak Co., Rochester, N. Y.*

The accuracy and thoroughness of the information furnished by the American Newspaper Directory is so far ahead of all imitators that it stands practically alone.—*A. Maurice Low, Representative Boston Globe, Washington, D. C.*

The American Newspaper Directory is accepted as standard authority on newspaper circulation in this office.—*F. R. Kathrens, Pabst Brewing Co., Milwaukee, Wis.*

We find that we get a correct idea of circulations from the American Newspaper Directory that cannot be obtained from any other similar publication. We receive other newspaper directories free, but we pay cash for this one. We thoroughly appreciate the faithful manner in which it is compiled.—*Jos. H. Hannen, Advertising Agent, Southern Railway, Washington, D. C.*

No business office is complete without it. Should twice the price be asked it would be reasonable.—*American Farm Co. By G. W. Fries, Sec., Buffalo, N. Y.*

We should hardly know how to get along without the American Newspaper Directory. We regard it by all odds the most complete and reliable guide that the advertiser can make use of; in fact, we use no other. *R. V. Pierce, President World's Dispensary Medical Association, Buffalo, N. Y.*

We find that it is the most complete and reliable of all newspaper directories, and would not change it for all other directories published.—*Edwin Scott, Adv. Mgr. the Sierra Pharmaceutical Co., St. Louis, Mo.*

We have used the American Newspaper Directory in our advertising department during the past ten years, and could not get along without it.—*Walter Baker Co., Ltd., Boston.*

**Subscription price \$10—net.**

**Address GEO DWE**

# NEWSPAPER DIRECTORY

**About American Advertising Knows that the Standard Guide of American Advertisers.**

Every page of the American Newspaper Directory breathes the desire of its publishers that it shall be absolutely correct in every statement it makes.—*Clerk of Committee on Banking and Currency, House of Representatives, United States.*

We have made use of the American Newspaper Directory for a number of years and look upon it as an authority on newspaper statistics.—*J. G. Hamm, Adv. Mgr. Centaur Co., New York.*

The care with which the American Newspaper Directory is edited, the inflexibility of its methods, the opportunity for exact knowledge enjoyed by its publisher and the comprehensive scheme of the work make it almost indispensable to the general advertiser.—*Artemas Ward, Publisher of Fame, New York.*

The American Newspaper Directory is about as important a part of our business machinery as we have in our office; we do not know how we could get along without it.—*A. J. Phillips, Pres. D. R. Kennedy Corporation, Rondout, N. Y.*

We have used the American Newspaper Directory from its first issue, and have always considered it the most reliable publication of its kind.—*Seth W. Fowle & Son, Boston, Mass.*

Although the American Newspaper Directory reached a high state of perfection several years ago, there is always something new of value in each succeeding edition. It is regarded as the standard of authority with the Southern Railway.—*H. Hardwick, Gen. Passenger Agt., Southern Railway, Washington, D. C.*

In my opinion there is only one newspaper directory and that is the American Newspaper Directory. We use it constantly in the work of this agency, and I do not know of any two, or three, or half a dozen books that could take its place.—*John Lee Mahin, Pres. Mahin Advertising Co., Chicago.*

We find it an uncertain undertaking to judge newspapers by any other standard.—*F. A. Partenheimer, Adv. Mgr. Robinson-Danforth Co., St. Louis, Mo.*

Next to our own inside knowledge of newspaper circulation received through our traveling men and other direct sources, we are guided mainly by the ratings and information contained in Geo. P. Rowell & Co.'s American Newspaper Directory.—*Brent Good, President Carter Medicine Co., New York.*

We think the way of stating circulation is the ideal one, and we consider the American Newspaper Directory not only a great help to us but a necessity. We buy at least one copy each year.—*A. C. Meyer & Co., Baltimore, Md.*

**GEO. ROWELL & CO., Publishers, 10 Spruce St., New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

✱ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

✱ Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

✱ Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

✱ If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.  
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MARCH 4, 1903.

ADVERTISERS find the best papers are the cheapest.

✱ DEALINGS are safest and most satisfactory with papers that have a uniform price for advertising, charging no man any more and every man precisely as much for the same service as will be demanded or accepted of another.

✱ PAPERS having a uniform rate of charge for advertising, from which no deviation is made, except a commission allowed to a recognized advertising agent, have a cause of complaint against that advertising agent if he divides his commission with an advertiser, because, by so doing, the agent is devoting a portion of the reward paid him for getting business to diverting business that perhaps the publisher might have had direct on the terms offered by the agent. If the publisher will not allow any portion of the agent's commission to an advertiser because he wishes to be honest with and to protect his agent, it equally behooves the honest and deserving agent to protect the publisher from the charge that he allows other people to cut his rates.

✱ WHEN a price is quoted to an advertiser by an advertising agent for inserting a specified advertisement in a specified paper at a specified price, and the paper is one having a uniform, well sustained rate of charge with which the price quoted is in conformity, the advertiser is enti-

tled to expect prompt insertion in accordance with the estimate. If however the paper is not one having a uniform, well sustained schedule of charge and the price named is below the publisher's schedule, or if special conditions are involved such as position, an unusual number of changes, demands for free notices, etc., then the matter has of necessity to be adjusted by correspondence or conference and as the agent does not own the paper and is not superior to his principal he cannot guarantee that all the specifications will be allowed or agreed to and the advertiser cannot hold the agent to performance until the publisher has acquiesced.

✱ If a publisher accepts from an advertising agent, an advertisement order and afterwards refuses to perform his part on account of not having fully understood all the conditions in advance, there is no pressure that can be brought to bear to compel performance beyond the usual argument between business men that what has once been agreed to should be performed. If the publisher has begun and partly performed the service but refuses to continue and complete it possibly the advertiser may be justified in declining to pay for the portions performed unless a completion of the contract is guaranteed.

✱ ACCORDING to the *Dry Goods Economist* a bill was recently introduced into the Wisconsin legislature which will force all department stores and mail order concerns to pay a license fee or tax on business transacted within that State. The measure is aimed at Chicago houses, it is said.

✱ OWING to the fact that the business of the *Advisor*, a monthly journal devoted to advertising, has proved unprofitable during the past four years in this city, its publishers, Phillips & Co., advertising agents, 1133 Broadway, have decided to liquidate and wind up its affairs. For that reason and in justice to their creditors, the publishers have asked for a receiver. — *Medical Advertiser*, Feb., 1903.

THE creation of a Department of Commerce in the United States has awakened great interest in other countries and especially in the mother country, where our active but friendly rivalry in the world's markets is a subject of much attention, and the appointment of a Minister of Commerce for the United Kingdom is being urged.

YOUR undisplayed reading notice should be broken into short paragraphs with two leads between. Make your sentences crisp and your comments sharp. Ordinarily there is no good cause to waste costly space in attempting to conceal the fact that it is an advertisement. There are plenty of level-headed people who are not prejudiced against decent advertising. The other kind is a small minority which, though valuable to have perhaps, comes too high.

THE New York State Legislature has been discussing whether it ought not to restrain the patent medicine business. The State Constitution says the freedom of the press shall not be abridged. Ninetenths of the newspapers of the State lean very heavily on the patent medicine advertisements for support. Anyone who thinks that the patent medicine business can be restrained without abridging the freedom of the press is grievously mistaken. Patent medicine is often bad for takers, but is always good for newspapers. It won't be restrained.—*Life*.

THE business department of the Chicago *Tribune* sends out a comparative tabulation of the number of columns of advertising and their fractions in hundredths, carried by the Chicago dailies during January, 1902, and during the same month for 1903. The comparison is made between the *Tribune*, *Record-Herald*, *Inter-Ocean*, *Chronicle*, *News*, and *American*. The *Record-Herald* is credited with the largest increase of display and classified advertising during January, 1903, of all the papers mentioned, viz., a gain of 214.27 columns display and 26.05 columns of classified ads.

It is comparatively easy to begin an advertising campaign with a million dollars and carry it to a successful conclusion. The trick of tricks is to begin without a dollar and conclude with a million.

THE publishers of the American Newspaper Directory frequently receive requests for extracts and partial lists of papers from the Directory by advertisers, who do not feel warranted to spend ten dollars for a copy of that work. As a matter of fact they don't need it for their particular purpose. To such advertisers a book entitled "Leading Newspapers" is recommended. "Leading Newspapers" is the result of seven articles, recently compiled and published in PRINTERS' INK dealing with the leading periodicals in all fields. The information contained in this book is based upon the data and facts of the October 1902 issue of the American Newspaper Directory. The seven articles were carefully revised and put in book form in December last. "Leading Newspapers" is a compact and valuable little book. It contains information of an entirely new sort. Each chapter is preceded by a clear essay upon the publications that it treats, while the index of publications at the back enables one to come at its information readily. While the American Newspaper Directory has been closely adhered to in the compilation, the chief effort has been to list the best periodicals impartially, whether rated by figures or letters. It is, first and foremost, a compilation of "Leading Newspapers." It can be carried in one's pocket. It is a solid little book made for hard service, and gives data that has never before been arranged in this form or so handily. The papers it fails to name the general advertiser will do well to keep out of. Small advertisers will find it of the first importance as a handbook of American periodicals, and large advertisers will use it in connection with the Directory. It contains the gold found in the bottom of the pan when the earth and sand have been washed away. The price of "Leading Newspapers" is one dollar a copy, payable in advance.

PEOPLE are fast learning that "cheap" goods are dear at any price. Experience teaches that in buying one must pay a fair value if he would have an article that will prove utilitarian or that has wearing qualities.

A READY proof of the value of systematic advertising in established mediums, without aid of the "press notice" or any auxiliary save a meritorious commodity, is found in the word "Pianola." This word like "Kodak," applies to the first of a large class of instruments. It is an arbitrary word, and protected for trade purposes. Yet legitimate advertising, in conjunction with the merit of the instrument itself, has made it universally known, and it has passed into common speech. Nine times in ten the average person says "pianola" when some mechanical piano-player not entitled to be called by that name is meant. It is said that more than fifty different mechanisms for playing the piano have been put upon the market since the invention of this original.

ONE of the oddities of advertising in English magazines (or what strikes Americans as an oddity) is the practice of stitching inserts into the advertising section. These are printed on all colors of paper, and are of every conceivable size save that of the magazine page. There would appear to be little dignity in such announcements, and they impress Americans much as the dodgers that sometimes fall out of one's Sunday paper. It would be of interest to the Little Schoolmaster to know how these odd inserts are paid for—whether there is a saving over regular magazine space. Mr. W. J. Richardson, of the Royal Barlock Typewriter, London, submits three such inserts which are used in British magazines, and while the ideas embodied in their arguments are rather above the ordinary, the typographical execution is neither good nor dignified, and such matter would hardly have advertising value in proportion to its cost if inserted in an American monthly after the English manner.

GET all the trade you can—advertise all you can afford.

NEWSPAPERS ought to be big enough to stand upon their own merit. Every form of advertising gives publicity, whether it is poster, programme for church festivals or theaters, "sandwich" men, or front door "barker." Whether such investments pay the individual, must be determined in each individual case. Newspaper advertising confessedly is first, and must continue chiefest and best for reasons that are many and excellent. But it does not follow that, because the newspaper is best, all others are valueless.

THE legitimate profits of the retail drug business are certainly large enough to satisfy any ordinary ambition. That the business is honeycombed with fraud is a reproach to every one connected with it, since the suspicion created by the practices of dishonest and mercenary pharmacists attaches to those who are careful and conscientious. The remedy will not be found in legislation nor in the spasmodic enforcement of existing laws. It must be looked for in good business enterprise on the part of the drug merchants. There is an opportunity in a great city like New York for a chain of associated drug stores extending from the Battery to Harlem River and to the confines of Queens and Richmond, which shall severally and collectively guarantee everything they sell to be exactly as represented. Their proprietors should buy nothing susceptible of dilution or substitution except on the certificate of their own or other trustworthy and competent chemists. The guarantee given the user should be absolute, and entail every responsibility which the law recognizes. It can safely be given if backed by an honest purpose and the proper machinery of self protection. The druggists should not wait to be driven into honesty by prosecution for dishonesty. We have had all the competition in lowering prices which we have use for. Let us now have a competition in responsible guarantees.—*New York Times*, Feb. 20, 1903.

THERE was a large and representative attendance at the seventeenth annual meeting of the American Newspaper Publishers' Association in the Waldorf-Astoria February 17-19, and considerable business of a vital nature was transacted during the three days' session. The Association was originally limited to 200 members, but applications are coming in so rapidly that it was found advisable to increase the capital stock from \$1,000 to \$2,000, which makes provision for 400 members. Labor questions took up considerable time, and speeches were made by President James M. Lynch, of the Typographical Union, and President James J. Freel, of the Stereotypers' Union. Mr. Don C. Seitz, of the New York *World*, read a paper recommending the incorporation of labor organizations. In a long list of general questions slated for discussion about twenty-five related to advertising matters and problems, and though little time was left for this portion of the schedule the Association passed agreements to notify advertisers that no claims would hereafter be allowed for imperfect printing of letters or figures mortised into electrotypes for keying purposes, and that no free reading notices would hereafter be given to either local or general advertisers. The old officers were all re-elected with the exception of Mr. C. M. Palmer, whose place on the executive committee was filled by Mr. S. P. Weston.

C. H. Taylor, Jr., Boston *Globe*, president; A. A. McCormick, Chicago *Record-Herald*, vice-president; William C. Bryant, Brooklyn *Times*, secretary; Edward P. Call, New York *Mail and Express*, treasurer. Executive committee: C. W. Hornick, St. Paul *Dispatch*; S. P. Weston, Seattle *Post-Intelligencer*; H. H. Cabaniss, Atlanta *Journal*; W. L. McLean, Philadelphia *Bulletin*; Charles W. Knapp, St. Louis *Republic*; F. E. Whiting, Boston *Herald*, and Joseph T. Nevin, Pittsburg *Leader*, were elected last year for a two-year term.

At the dinner held in the Waldorf ballroom Thursday night the principal speaker was Mr. Simeon Ford, of the Grand Union Hotel, whose topic was "How much easier is it to run a newspaper than a hotel?" In Mr. Ford's opinion the hotel business is very simple, for when a landlord has once thrown open the big front door his guests

will tell him how to run the place. Mayor Low spoke on "My Friends, the Newspapers," and speeches were also made by Mr. H. D. Estabrook, of the Western Union Telegraph Company, Mr. William H. McAdoo, Congressman McCall and Mr. Chas. W. Horricks. Covers were laid for 600 diners and the boxes were filled with ladies.

THE latest booklet from Brooks Brothers, New York, is a tiny volume called "Aptitudes," containing a brief collection of quotations from authors to accompany holiday gifts. The excerpts are pointed and varied, being grouped according to the articles they are meant to accompany, such as books, flowers, presents of food, drink, dress, ornament and the like. The idea is an excellent one, and the book, with its dainty cover and deft little preface, will undoubtedly appeal to all who receive it. Arrangement and printing by the Cheltenham Press. The title and idea are copyrighted.

A NEW YORK agency is constantly receiving letters of the sort that follows. Typewritten on a cheap, flamboyant letter head, accompanied by a cheaper return envelope, these missives seem to be mailed indiscriminately to business men of every kind. The idea of an adwriter leaving "a distinguished advertising agency" to enter upon "a wider and more promising field of operation" by the simple process of fitting himself into "a little niche" is preposterously funny. The very ignorance of business usages shown in such letters is usually conclusive proof that the writers can know little about advertising:

GENTLEMEN:—I am an adwriter—college-bred, actual (not theoretical) job printer, well versed in all the odds and ends of experience that tend to produce the finished advertising constructor, and not yet too arrogant to learn. I lay claim—with what modesty a hardened advertising writer may claim anything—to some originality of thought, to some grace of expression and to considerable adwriting experience. At present engaged at a salary in writing and planning all sorts of rubricity, especially high-grade booklets and folders, for a distinguished advertising agency, I desire a wider and more promising field of operation. How well I fit into some little niche in your adwriting department an interview may determine. No obligation whatever to me to summon me for a talk. Yes? When shall I call?

## WITH ENGLISH ADVERTISERS.

*By T. Russell.*

It would be interesting to discover whether the true reason that Great Britain is more and more being overrun by American advertisers isn't that the British business man hasn't yet awakened to the fact that advertising is a science which calls for scientific training, and can't be successfully managed by amateurs, however brilliant. Any one who looks at English newspapers, still more any one who has been behind the desk in both countries, can see that advertising ranks as an all-important technical proposition with Americans, while with us it is too often handled as a thing of little consequence in detail, and only requiring an occasional check. Some of the very foremost English advertisers, reckoned on the basis of expenditure, are perfectly content to run one or two changes of copy the year round—just the same ad in all their papers, varying it in size perhaps according to price, but not attempting to make an ad suit the idiosyncrasy of the paper and its readers. Isn't this an indication that purely English, un-Americanized advertisers lack the scientific spirit? Aren't the very limitations of the proposition above set forth a proof of what I say? The ad varies very often in size, according to the paper it is in. Where space is worth a pound sterling—five dollars—an inch, a smaller ad is run than where space is only worth a shilling an inch—as if the object contemplated were to keep the different announcements as nearly uniform in cost as possible! A scientific advertiser might, if his resources were limited, find it needful to reduce his space in some of the more costly papers; I don't say that he should not. But the people who are the most conspicuous exponents of the method described are precisely those whose financial position is the strongest.

I do not say that there are not English advertisers who run that department as scientifically as the best American firms. Catesby &

Co., the "easy terms" furniture advertisers, often named, by me and others, in *PRINTERS' INK*, are gradually developing into a regular department store concern, and run their advertising with as much science and order as any one in America. The Bovrill advertising is well planned and arranged, copy being distributed to different papers to suit their public. Kutnow's Carlsbad Powder is run on very economical and philosophical lines. There are plenty of others. But these are but a little leaven, and they don't leaven the whole lump. The very best of purely English advertising is the work, so to speak, of brilliant amateurs. And why? Because it is regarded wrongly by the men who pay for it. The current conception of advertising is that of a sort of miracle. If you only advertise enough, business comes—heaven knows how, but it does come. So long as a large proportion of advertisers look upon it in that way, so long will advertising be slipshod, unscientific, untechnical, in short, amateurish. Those concerns which either do not, in a strict sense, buy and sell merchandise at all, or which deal habitually in rather large sums, generally advertise, when they advertise at all, like the veriest amateurs. Insurance companies, railways, hotels (some of them), pianoforte makers are examples.

Instead, every contract ought to be scrutinized by an expert in charge. Nothing ought to be spent that cannot justify itself. Circulations ought to be inquired into. One thing which demonstrates the purely amateur character of most British advertisers, is the sort of excuse that is used by most newspapers to avoid proving-up their circulations. They say they "don't care to have their proved circulation put alongside the unfounded claims of circulation liars." Could such an excuse be offered except to a public of amateurs? Scientific advertisers know very well the difference between a proved-up circulation and a mere verbal claim. The thing, above all others, that tempts American advertisers into the market

is the absence of the sort of competition which could really be formidable. Where you find here scientific, philosophical, expert handling of an advertising account in this country, you will, nine times out of ten, fetch an American to the window if you stand outside and whistle "The Star Spangled Banner"—unless he is too busy hammering rates to get up off his chair.

I hate to say this. I wish I could claim that we are as good at advertising as you are. Maybe when PRINTERS' INK has been coming over here for another ten years or so, a larger proportion of us will have been educated up to the point of regarding advertising, the writing of ads, the printing of ads, the placing of ads, as a science. There is another remarkable fact, and one that ought to be put on record, though I wish I had some other place to record it in. I never went into the office of a good advertising concern here, whether American or one of the British exceptions, without finding PRINTERS' INK lying about somewhere, or without being welcomed as a correspondent of the Little Schoolmaster.

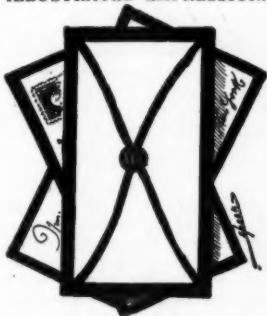
And speaking of printing, I would like to know how long it is going to be before a man who advertises in Great Britain is going to have the right to demand that newspapers be equipped so as to set up an ordinary, straightforward display ad without making a holy show of it with type fit for the year one. This isn't merely a complaint. It is a pointer. If readers of PRINTERS' INK contemplate English advertising, I strongly advise that they collect a little information about the size of English newspaper columns (they vary a good deal), get their matter edited to suit the English market, and then set up their blocks at home and bring a set of electros with them. They can send to me for information if they want to—care of the London office of PRINTERS' INK. England is a good fifteen years behind America in respect to typography and type founding. Even the best jobbing

offices here aren't equipped as they ought to be, and American composition is greatly preferable to the best you can get on this side. This is even more true—a great deal more true—of the Continent of Europe, which indeed doesn't contain a good jobbing office or a single solitary newspaper whose outfit of type wouldn't be a disgrace to the Ark.

There arrived in New York on February 7th. Mr. Warburton, representative of one of the best London advertising agencies—that of S. H. Benson, which places Bovril, Colman's mustard, Fels-Naphtha, Force, Rowntree's Cocoa, and a whole lot of other large English advertising. I understand that Mr. Warburton is visiting the United States after business and possibly some readers of PRINTERS' INK may be glad to know of his presence in America.

Messrs. Hall & Ruckel have a very able representative in this country who is managing the European advertising of Sozodont, in conjunction with Mr. J. M. Richards the London agent, who also represents a number of well known American houses. Mr. Richards, I am sorry to record, has been sick and is at present only by degrees recovering from a troublesome affection of the throat, which has kept him indoors and nearly speechless for six weeks. The latest reports, however, are favorable and his large circle of friends are expecting his early return to London.

#### ILLUSTRATED EXPRESSION.

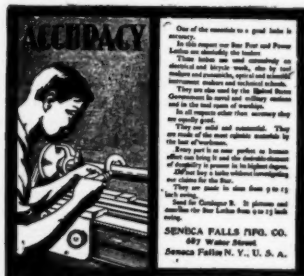


"BLACKMAIL."

# TRADE AND TECHNICAL JOURNAL ADVERTISING.

## VII.

The illustration of an advertisement intended to appeal to mechanics must be mechanically correct in all its details or its effect is lost. Take, for instance, the Seneca Falls Mfg. Co.'s advertisement reproduced below. It isn't a bad picture, but it's a flat failure as an illustration because it is mechanically incorrect. It may awaken curiosity, for every mechanic who sees it will wonder how the man in the picture is going to caliper that shaft by holding his micrometer as he does, but it will not attract the favorable attention that the advertiser is paying his money for. It will probably neither make nor spoil a sale, but it will reflect a little on the mechanical knowledge of the advertiser, for how is the reader to know that the advertisement was written and illustrated by an agency who probably doesn't



**ACCURACY**

One of the essentials to a good lathe is accuracy. In this respect our Seneca Falls and Power Lathes are absolutely the best.

These lathes are used constantly in mechanical and heavy work, also by tool makers and craftsmen, optical and scientific instrument makers and technical schools.

They are also used by the United States Government in naval and military ordnance and in the land arm of ordnance.

In all respects other than accuracy they are equally good.

They are solid and substantial. They are made of the most superior materials by the best workmen.

Every part is in close contact so that no effort can bring it out of its proper position.

Accuracy is present in its highest degree.

250' for a 12 inch lathe without compensation for change for the lathe.

They are made in sizes from 9 to 12 inch swing.

Send for Catalogue B. It pictures and describes the Seneca Lathes from 9 to 12 inch swing.

**SENECA FALLS MFG. CO.**  
687 Water Street  
Seneca Falls N. Y., U. S. A.

know a lathe from a planer. This illustration illustrates one thing, however, with particular clearness, and that is, the folly of trusting such work to an agent or outside writer who is covering dry goods to-day, machine tools to-morrow and who knows mighty little about either. Machine-tool advertising requires special treatment—such treatment as can best be given it by a writer who is not so bound up in the technicalities of his subject as to overlook or underestimate the importance of the purely commercial end, yet one with a knowledge which will enable him to impress his reader that he knows what he is talking about. Such are seldom, if ever, found outside the machine

tool manufactories and the technical papers in which machine tools are advertised. The only right way to illustrate an advertisement is to first write the matter and then make the illustration to fit it; but the average agency always has drawings on hand that have been made for another purpose, perhaps for an entirely different line, and of course these have to be worked off on somebody. That's why the machine tool advertiser often gets a bad misfit in a drawing that was originally intended for a clothier or a tailor as in this instance.



**ECONOMY**

The Seneca Falls and Power Lathes are the most economical lathes that money can buy.

There can never be as low as a 9 inch possible to make on such high grade lathes. They are economical in power.

They are economical in money because the fast gears give the worker a useful change of position whenever he chooses.

They are economical in their work because they never make mistakes.

They are economical in space because their compact, solid, and perfect balance makes them most labor-saving.

There are important considerations to anybody who can lathe. They are made in sizes from 9 to 12 inch swing.

Our Catalogue B is at your disposal. It tells all about the Seneca Lathes from 9 to 12 inch swing.

**SENECA FALLS MFG. CO.**  
687 Water Street  
Seneca Falls, N. Y.

Or an illustration that would do quite as well for anything else under the sun and is directly applicable to nothing in particular, as in this case.



**REASONS**

There are many reasons why you should use exclusively our Seneca Falls and Power Lathes.

They are built for hard work, accurate work and long service.

They have given the best of satisfaction in many lines of business where accuracy is absolutely essential. We have scores of unsolicited testimonials from well known manufacturers in various lines to the effect that our lathes are the best.

Our Lathes are made in sizes from 9 to 12 inch swing.

They have many improvements over other lathes which cannot be technically covered in this space, but which are really important and are fully covered by our pamphlet.

Everybody interested in good lathes ought to have our Catalogue B. Ask for it.

**SENECA FALLS MFG. CO.**  
687 Water Street  
SENECA FALLS, N. Y., U. S. A.

Another advertisement that will have a tendency to jar mechanics is that of the American School of Correspondence, reproduced in this article. It seems to me that it is particularly important for a school that teaches mechanical branches to be exact in both the text and the illustration of its advertisements. Of course, it doesn't require a mechanic to see that a belt

could not be made to run in the shop as this belt is shown in the advertisement, and the appeal is

care, I find one advertisement in which the illustration and type matter are sadly at variance, as shown below. If Father Time is

## DIRECT CONNECTION

No matter how far away you may live, you may, through  
Correspondence Courses, secure practical instruction in

# ENGINEERING

LACROFT ELECTRICAL MECHANICAL STATHAM MARINE CIVIL

ARCHITECTURE, REFRIGERATION, HEATING, VENTILATION AND PLUMBING, TELEGRAPHY,  
TELEPHONE, RADIOGRAPHY AND PHOTOGRAPHY DRAWING.

English, French, Italian, Spanish, German, Russian, Japanese, Chinese, Hindi, Malay, Persian, Turkish, Arabic, Hebrew, Sanskrit, Greek, Latin, and all other languages.


**INSTRUCTION THROUGH MEMBERS OF FACULTY OF  
ARMOUR, INSTITUTE OF TECHNOLOGY**

We address to their regular correspondence papers, students in all Engineering courses who have been recommended by the following Institutions:

Reference Library (in two volumes) on a help in our studies.

American School of Correspondence

660 North La Salle Street, Chicago, Ill.





materially weakened by this misdirected effort to produce a border with a mechanical effect. How much more effectively the same general idea might have been carried out is shown by the lower half of Chas. A. Schieren & Co.'s page advertisement here reproduced in miniature.

[illegible]

Even in the Carborundum advertising, which is ordinarily written and illustrated with very apparent

# Carborundum

takes the nicks out of the scythe of time—does more work in a day than other abrasive materials do in two or three or four days—and works more days before wearing out. Carborundum grinding wheels are a money-saving proposition in every shop where abrasives are used.

**We make a strong guarantee—  
Write for it.**

**The Carborundum Co.**  
Niagara Falls, N. Y.

doing anything at all, he is putting nicks into his scythe, instead of taking them out as stated in the text.

JOHN A. THOMPSON.

**"DOUBT CANNOT BE REMOVED  
EXCEPT BY ACTION."**

The doubter is ever with us. We can't lose him. He came into this cold world with a dubious wail and will quit it with a whine of skepticism for the future. He never loses, for he never ventures. He never wins, for he doubts his own abilities, and narrow-mindedly reasons that others are no abler than himself. But the Columbuses and Washingtons of the advertising world

do not doubt. With a single purpose steadfastly pointing successward, they forge on, unmindful of temporary defeats, until the coveted goal is reached. No great stride in the march of progress was ever made by a pronounced "doubting Thomas."—*More Business.*

A good way to help a rival dealer's trade is to allow customers to go over to the other store to buy advertised articles.—*Progressive Advertiser*.

## ADVERTISING A SMALL CITY STORE.

The advertising problem of a small millinery shop in New York City like that of Jeanette Schwartz & Son, 673 Eighth avenue, is one of the most perplexing in all publicity. The extent of the business done, together with the comparatively restricted territory from which trade can be drawn, precludes the use of city dailies, to say nothing of the high space rates. Even liner ads are out of the question. Such a store draws from a very small area of the metropolis, but this area is densely populated, making circularizing by mail equally expensive. In a small city such a shop has advantages in the



local papers, which can be used at cheaper rates and which circulate in territory that is all tributary to the business, while the mailing of literature to selected lists gives another convenient form of advertising.

"We have also the disadvantage of being in a neighborhood which is rapidly changing in character," said Mr. P. L. Schwartz to a PRINTERS' INK representative. "During the first fifteen years of the quarter century that my mother has been in this locality she did a general fancy goods business, but ten years ago the line was confined to millinery because the department stores were encroaching upon our trade and the exodus to Harlem and the suburbs had begun. Now this district is being taken up by hotels, theaters and business. Our chief medium is window display, set off with neat, catchy cards. These I write my-

self and illustrate with pictures from magazines, advertising journals and other sources. I try to get an attractive illustration, for which I write appropriate legends. Then they are sent to a sign painter, who pastes them on cards and does the lettering. These cards are accessories to tasteful displays, of course. I select pictures that



will be likely to appeal to women, or adapt those with which the public is familiar, as the Prudential's Gibraltar trademark or the Inner-Seal boy, hinging a pat phrase upon them. We find leaders a potent attraction here—two or three dollar hats at twenty-five cents for one day. These bring people in, and usually we sell them something better if it can be managed without too much insistence. Nothing but a bona fide leader can be advertised. When you try to force something else on the customer you lose caste—especially with women. We have tried dailies, using space in the evening papers,



but our ads were small, necessarily, and were not seen. I think that we gave newspapers a fair trial, and that this form of advertising is quite out of the question for a business of this nature. With a small business it is necessary for one to be extremely cautious in trying new mediums, for advertising is costly and mistakes are likely to be disastrous. One form

of newspaper advertising that we have found effective and within our means is the use of circulars in Sunday papers. These announce special sales or leaders, are fairly well printed, and go into the Sunday papers sold by newsdealers within a mile of our store. We get a circulation of 5,000 papers by this means, all of them going into desirable territory. This form of advertising has not received attention in PRINTERS' INK, I believe. It is used to decided advantage by small merchants all through New York. Newsdealers charge twenty cents per hundred for inserting the circulars into all papers sold on Sunday, and there is an agreement that only one circular in a certain line of business will be distributed thus on a specified Sunday. This service costs us \$10 each Sunday, and is utilized four weeks in the fall and four in the spring, when women are thinking of new hats. The average small merchant in New York City has similar seasons when this form of publicity



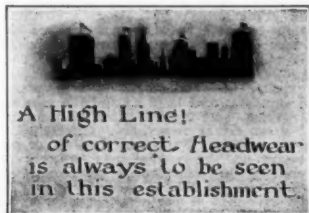
can be used profitably. For example, in last Sunday's paper I found liquor advertising, which is especially appropriate to the holidays. As a rule, the circulars are read, for they drop out as soon as the paper is unfolded and get first attention. Twice a year we send out neat lithographed announcements of the opening of fall and spring goods. These go by mail to customers. For our small expenditure we get very good returns, and I wish it were possible for us to spend more for publicity. I have been a reader of PRINTERS' INK several years, and find many good things in it about advertising, but suggestions that pertain to our business and peculiar situation are rather scarce."

Mr. Schwartz's window cards, of

which a few specimens are reproduced with this article, are eminently neat in execution and out of the ordinary rut so far as phrases are concerned. But it seems to the Little Schoolmaster that, aiming at women, he would doubtless find that pictures of children, cats, dogs and other things specially appealing to them would be more successful in attracting their attention. Every good photographer, for example, has large photos of babies and



children in cunning poses, and these, especially when large and well-executed, would take the eye of any woman, whether she had children of her own or not. Animal pictures are to be had in many styles. Women like cats, and certain women artists have painted them in every degree of kittenhood and cathood. Many of these pictures can be had in photogravure form, while arrangements could be made with photographers whereby highly attractive pictures could be had for nothing on condition that the photographer's name and address be exhibited.



The picture, which is the main feature on these cards, and which is their only attraction with women, can be materially improved upon by care in the choice of appropriate subjects, and those well executed. Some of the Sunday supplements issued by the Chicago Tribune will doubtless suggest themselves to Western merchants.

# I love my love with a "K"

PRINTERS' INK was my bible—my business bible. This Little Schoolmaster inspired me with confidence of success from the first day I opened my store.

Students of advertising publicity—the kind that brings results—concede the post of honor to PRINTERS' INK, the Little Schoolmaster in the art of advertising. It teaches how to say what there is to say concisely to the point; words so chosen and display so arranged as to arrest attention, create interest, inspire confidence, force, conviction.—*N. Kramer, Chicago, Ill.*

PRINTERS' INK discusses every phase of ads from Dan to Beersheba. Free and fearless, it calls good and bad work by their right names. Neither posters, show windows, illustrations or newspapers are forgotten. Its basis of judgment is—that that is good advertising which wins trade—that which don't is bad.—*R. S. Kellerman, Orange, Mass.*

PRINTERS' INK separates the wheat from the advertising chaff. It takes the entire crop of the advertising field, and sifts it carefully, giving its readers the clean grain—full, ripe kernels of the best of all that is best. It furnishes the advertising seed of ideas and methods for great harvests of profits; indicates just which field is likely to produce the largest crop, and how best to sow and cultivate it. It is independent, aggressive and has no hobby but to add all it can to the sum total of good advertising. It has no room for exploded theories—not a line of space for the promulgation of questionable schemes. Its editors and contributors are men of practical experience—men who have sold goods from behind the counter, on the road and through newspapers, billboards, and every other legitimate method of publicity. The advertising managers of the great department stores contribute to its columns from their wealth of experience. The country storekeeper adds his mite. The president of a big corporation, made wealthy by the good advertising of good goods, tells his story of successes and failures and the reasons for them, side by side with an account of some clever advertising scheme of a street pedlar. PRINTERS' INK is as necessary to the young man who is in business, or who hopes to be, as is Blackstone to the student of law. To old experienced business men, it is an inspiration to better advertising and improved business methods.—*John A. Kershaw, N. Y. City.*

## NOTES.

THE Indianapolis *News* issues a neat booklet containing rates and advertising arguments.

A PACKET of printed matter from Geo. E. Howard & Co., Washington, D. C., contains good arguments, but the display and presswork could be improved.

"THE Book of Promise" is a handsome brochure outlining the contents of the *Woman's Home Companion* for 1903.

A CLEANLY, convincing catalogue of marble, bronze and steel cabinet work comes from the Art Metal Construction Company, Jamestown, N. Y.

A PLEASING little book regarding their product is being distributed by the Bailey Piano Company, of 415 to 427 East 144th street, New York.

THE *Youth's Companion* sends out a neat little vest pocket diary for February which contains a forecast of the magazine's features for that month.

"THE Truth About Incubating and Brooding Chickens" is the title of an informing booklet from the Neversink Incubator & Brooder Co., Manheim, Pa.

THE A. A. A. certificate of examination recently issued to the *Times*, of Scranton, Pa., is reproduced in facsimile by that paper and sent out with circulation statistics.

THE Tengwall File & Ledger Company, of New York and Chicago, have issued a booklet, "Tengwall Miniatures," showing with detailed illustrations the output of their factory.

FROM the Astoria Pharmacy, Third and G streets, Washington, D. C., comes a neat little folder listing toilet conveniences, sick room requisites and other drug store specialties.

WHILE the folder of the Alton Printing House, Alton, Ill., contains no strikingly original arguments, it sums up the principles of good advertising succinctly, and ought to convince.

THE S. H. & M. Company, Toronto, issues two neat booklets addressed to retailers setting forth skirt bindings and ladies' belts. Arguments are somewhat trite, but convey pertinent information.

THE want ad department of the *Tri-bune*, Sioux City, Iowa, is advertised by means of a neat folder called "Three Letters," telling the story of a real estate man's success with classified advertising.

FROM the Campbell Printers, Chicago, comes a thoroughly creditable folder done in an especially fetching combination of green, gray, red and black. The color scheme is at once daring and artistic.

COLONEL R. H. Pratt, superintendent of the Indian School at Carlisle, Pa., sends the programme of that institution's fifteenth commencement, done in white and purple, the class colors. It is the work of the Indian apprentices.

"PRINTED Matter that is not Wasted" treats the subject of advertising literature in a direct, convincing fashion. It is issued by Henry P. Phelps, writer for business men and business purposes, 874 Broadway, New York.

FROM the *Haberdasher*, New York, comes a pleasing booklet containing a number of complimentary letters from advertising patrons of that journal. The volume has an extremely simple and dainty dress, and bears the imprint of the Cheltenham Press, New York.

"REASONS" is a compact little brochure from the Milwaukee Machine Tool Company, Milwaukee, Wis., describing that firm's turret lathes. Mechanical work by the Meisenheimer Printing Company, Milwaukee.

THE Columbian Hardware Company, Cleveland, Ohio, sends out two booklets containing occasional verse by "Old Timer." These seem to have no advertising purport, and are doubtless not intended for criticism on that score.

SALAMANDERITE, a new fire and water proof paneling material for interior decorative work, is described in a comprehensive booklet from the H. W. Johns-Manville Co., 100 William street, New York.

THE second annual meeting and luncheon of the "Grit Family" was held in Williamsport, Pa., February 4. This organization is composed of the editorial and business staff of *Pennsylvania Grit*.

THE 1903 catalogue of the Winton Motor Carriage Company, Cleveland, Ohio, is a handsome book in every way, with excellent illustrations. It bears the imprint of Corday & Gross, that city.

A VERY succinct descriptive folder from the Kinsey-Burt Company, 136 Liberty street, New York, tells about the good points and possibilities of the Hartford Bench Filing Machine, illustrates samples of its work and names half a dozen things it was never intended to do.

"POWER MOTORS" is the title of a sumptuously printed and illustrated catalogue from the Western Electric Company, Chicago, showing various types of motors and the manner of application. Technical descriptions are very complete and clear.

SOME conservative persons profess to find the stock market an uncertain field for making money, but after one has read the booklet called "Stocks," issued by Richmond & Company, stock brokers, Pittsburg, the thing seems simplicity itself.

THE *South* is a four-page illustrated publication issued by the Atlantic Coast Lists, 134 Leonard street, New York, to call attention to Dixieland's general prosperity and promote the interests of 750 local weekly newspapers published from Maryland to Louisiana.

THE annual catalogue of the Gale Manufacturing Co., Albion, Mich., is a neat book of 128 pages, well printed and bound, and conspicuous for orderly arrangement of the many agricultural implements made by this concern. The company is fifty years old, and is celebrating its semi-centennial.

FROM the Matthews-Northrup Works, Buffalo, comes a catalogue for the George N. Pierce Company, motor cars, Buffalo, a catalogue for the Packard Motor Company, Warren, Ohio, a folder for the Haddon Hall Hotel, Atlantic City, N. J., and an exceptionally tasteful poster for the Pennsylvania Railroad.

---

---

*"The Great Daily of the Great Northwest."*

---

---

A circulation having the greatest purchasing power.

An advertising record surpassing that of all other newspapers in the great Northwest.

These are Spring reminders of

## THE MINNEAPOLIS JOURNAL

With this one newspaper an advertiser can cover Minneapolis thoroughly and get results.

A circulation of over 57,000 copies daily is at your service.

Command us.

M. LEE STARKE,

Tribune Building,  
NEW YORK.

Mgr. General Advertising,

Tribune Building,  
CHICAGO.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The chafing dish is a thing for which a demand must be created pretty largely through advertising. Lots of people who know there is such a thing regard it as sort of a glorified oil stove with a frying pan attachment, and have no idea of its many uses and great conveniences. You who are familiar with it may think it impossible that anybody should know so little about it, and that's where the average advertiser goes wrong—in assuming that everybody knows all about his goods, when they lack only information to make them buy. The two excellent ads reproduced below do not go into chafing dish construction, but they do make it pretty clear that it's a very versatile article, and something more than a fad. These ads are from a series published by Mr. George McL. Presson, a Farmington, Me., jeweler and optician. I have never seen more carefully written and interesting ads than have been printed for Mr. Presson's optical business, and some of them will be reproduced in coming installments of this department.

### Pronunciation and Definition

Of course, it's Welsh "rabbit"—not "rarebit." But, since the final word of this famous term is questioned, why not look askant at the first? The Welsh claim no monopoly of this chafing dish delicacy, surely. There are, for example, bean rarebit, halibut rarebit, oyster rarebit and macaroni rarebit—to say nothing of several dozen other toothsome things peculiar to the chafing dish. In fact, a chafing dish is not only an education in culinary terms, but the special passport to a culinary realm well worth living in. Let me show you the various styles and sizes of passports. George McL. Presson, jeweler, 15 and 17 Broadway, Farmington. Telephone 47-3.

### The Crime of Bachelorhood

if it be a crime—is more readily palliated when the culprit shows chafing dish ability. The savory Welsh rarebit or "German lunch," coming on the heels of a bachelor's card party or informal entertainment practically amounts to a declaration of independence, and it goes far toward paying social debts. Furthermore, the bachelor who learns to wield a chafing dish for his guests will soon fall into the very pleasant habit of wielding it for himself—on Sunday mornings and evenings, after the theatre or the lamplit hours of reading or study. There is no getting along without a chafing dish in a bachelor apartment, be the bachelor masculine or feminine.

Various sizes, various styles, various prices. Let me show them to you. George McL. Presson, jeweler 15 and 17 Broadway, Farmington. Telephone 47-3.

*A Broker in Danbury, Conn., is doing some Excellent Advertising. This is one of his Small, Persistent Ads.*

### Some People Think

they must go to New York when they want to buy or sell stocks and bonds for delivery. Let us show you our way. The commissions are the same, we do it as well, and sometimes better than the New York way.

*The Coal Question is Paramount just now; but what's the Harm in Telling a Man about how much it Costs to Weather-strip an Ordinary Door or Window?*

### Weather Strips Save 10 per cent Of Coal Bills

More need this year than ever before. We have all kinds at all prices. A new one—the Roebuck Spring Bottom strip for use on outside doors. We can save you money on weather strips.

*Just Enough to Whet the Appetite of the Man, who is Suburban home hungry.*

## A Little Suburban Home

of eight rooms, stable connected, cemented cellar, and one and one-half acres of land. Has fruit trees and excellent garden, cuts hay sufficient for one cow. Buildings in good condition and situated within the city limits. \$800.

*Getting a little Late for Stock-taking Sales, but After-inventory, Stock-reducing Sales are Still in Order.*

## We're Taking Account of Stock

and if you are economically inclined you cannot do better than come around and lighten our task. We've already come to a number of most excellent suits that we are willing to let you choose from at greatly reduced figures—lots that have proved unusually popular and sold down so that only two or three suits remain, and which it will not pay us to re-size. They are mostly of year 'round weights and colors, and our usual liberal guarantee of money back if you're not lastingly satisfied goes with every sale.

Examples—Some suits that were \$10, now \$7.50; were \$8, now \$6; were \$7, now \$5.

*"Actual Happenings" like this make good Advertising Ammunition, but They Don't Happen very Often.*

## Saludo Coffee

26 cents the pound, 4 lbs. for \$1. At a seashore hotel frequented by Philadelphians last summer, the chef was famous for his superb coffee. A number of the guests asked the kind he used and were told "Saludo."

In the fall several of these people came to us after Saludo. One lady was astonished when told the price.

"Why," said she, "I've been buying —'s 38 cent coffee for years and Saludo is much better. I know, because I always make the coffee myself. I expected to pay more than 38 cts—not less."

This is not a dream of our advertising man, but an actual happening.

A postal to us will bring any quantity to your door if on our wagon routes.

*A Good Salesman might Talk over the Counter as this Ad does in an English Paper, and that's why It's a good Ad.*

## Simpson's Lancaster Cheese

Good, nourishing, palatable cheese—the kind you want to eat—the kind you ought to eat. Do you know what good, genuine, mild, full cream cheese is? Then you know how good Simpson's Lancaster cheese is. Our cheese makers know how to make cheese—that's evident from every cheese they turn out. Ripe, mellow—toothsome cheese. Just to look at it makes you want a little. A pleasant price too—9d. per pound.

*This Pyrographic business ought to Make a Good Side Line for Stationers and Art Dealers.*

## Our Pyrographic Department

is a great success. Can hardly keep up our stock to meet the increasing demands. All right goods are here.

Our burning outfits for wood and leather are perfect—and note the prices.

\$2.50 buys outfit to attach to any gas burner. Our \$3.75 outfit for gasoline or benzine has large bulb, large burning point and packed in wooden box suitable for decorating. Our \$7.00 outfit is better than those formerly sold for \$10.

New articles in blank for decorating: — Grandfather's clocks, frames and boxes in various sizes, steins, trays, panels, etc.

Leather for burning out to any size you wish.

Great stock of decorated goods for your use, too.

*Alliterative and Attractive.*

## Practical Petticoats.

Black sateen—the petticoats that so many women turn to as soon as white petticoat time is over. And it's about over now.

These new black sateen petticoats are different from the last you bought. Strapped seams, for instance, appear on many. Other new touches, too, that you'll like.

The variety and moderate prices will appeal to you, too. Details:

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Every commercial artist frequently runs across the advertiser who wants a design embodying his trade mark or some pretty picture, and thinks that constitutes an advertisement. When it comes to copy, he will hand out his business card or something of that sort which he has been using for thirty or forty years, and is content to let it go at that. Several years ago, when stocks were going up in a most amazing manner, a man tele-

fussy and complicated. The drawing designated as No. 2 eliminates those weak points and injects some snap and vigor into the thing, at the same time providing a style of lettering far better suited to the purpose. How much better it would have been to have simply used the design as a design and in the white space printed something besides a mere business card—something that would excite interest and bring business. This design is well bal-



No. 1.



No. 2.

graphed to the late Roswell P. Flower and asked him what to buy. Governor Flower replied, "A. O. T." After a frenzied search through the listed stock the man telegraphed back, "What is A. O. T.?" and the answer was "Any Old Thing." That is the way a good many advertisers seem to feel. If they get what they consider a good picture, they are willing to put in any old thing as copy. Every commercial artist should argue with this sort of an advertiser, and every advertiser should remember that the picture is one part of an advertisement and that there should always be set apart an adequate space to be filled with facts and arguments which will bring responses. An example of the any old thing sort of advertising is shown by the Peter Schneider's Sons & Company ad reproduced here. To begin with, the drawing is feeble, and the lettering

anced and affords ample room in which to say something. Why not say something?

### SOME HOTELS DISTRIBUTE MENUS DAILY THROUGH OFFICE BUILDINGS.

Restaurants which print their bills of fare daily in the newspapers are becoming more numerous in New York. Time was when restaurant keepers contented themselves with announcing their names and addresses, leaving everything else to be discovered by the patron when he had taken his place at the table. Competition is too severe for that now. New Yorkers that have not been spoiled by quick lunch rooms have a way of discussing that meal with all the deliberation that an hour's leisure in the middle of the day implies. So it has been found good business to print the menu in the daily papers, saving time for the customer and enabling him to make up his mind properly as to his bill of fare before he enters the restaurant at all.—*Pittsburg Gazette*.

NEVER hesitate to use space in the quantity or shape you believe will be most productive—what others have done in this respect does not give them a patent right.—*The Advisor*.

# HEART-INTEREST BETTER THAN SCIENCE IN MEDICAL AD- VERTISING.

Acute judgment is required in the writing of medical advertising matter—judgment as to what to say and what to leave unsaid. There is a trodden path that has generally led to success. If you go out of this path you have but one chance in ten to succeed. Look through the weekly editions of the large dailies and through the mail order monthlies and see if you can find this path. You will there find these ads looking very much alike, and at first reading somewhat similar in construction. But there is something different in each, according to the subject matter. You might try to appropriate one of the ads for a similar remedy, but unless you appropriated it word for word you would be sure to leave out the very thought that has made it successful. A professional knowledge of literary composition will not enable you to write a successful ad of this kind, for almost invariably the successful ad is constructed with monosyllables, and frequently the English purposely distorted to bring out a striking thought more forcibly. Punctuation even has considerable to do with the success of these ads, for often one leaves out commas so that the eye will force the brain to continue reading until the thought has been expressed; and often, again, commas and semi-colons are recklessly peppered through the ad. Nor does the fact that you are a physician presuppose that you can write medical advertising for commercial purposes. On the contrary, it has generally been found a hindrance, for the doctor is so full of his subject that he is inclined to wax pedantic and sacrifice heart-interest arguments, which alone sell the article. Watch the evolution of a sick person and you will find that first of all he wants you to ask him what ails him. This may be compared to the ad itself, which calls his attention to his sickness and, in a sense, flatters him when he sees it. Then he wants sympathy, so the successful ad always has something to the effect, "worry no longer." Next he demands confidence, so your ad should be so ingeniously worded as to inspire that. Then he wants hope, and you should tell him of the wonders of your remedy. Last of all he wants an assurance of cure, and this you can give him in no better way than by cle-

erly inviting him to write you for your book on the subject, or, better still, offer to send him a free trial package.—*Eugene Katz, in Mail Order Journal.*

## PAYS IN ADVERTISING, TOO.

It was formerly a theory among physicians that when a man's physical system was all run down and the grave was yawning to receive him, he could be brought back to strength and vigor by a transfusion into his veins of the blood of another person. It's the same in business. The merchant who takes a week or so off once or twice a year and spends the time seeing how business is done in other places—especially in great commercial centers like New York—is sure to return to his mutton with new ideas, new inspiration.—*Anco Special.*

## CENTER OF THE MAIL ORDER TRADE.

Chicago's mail business is now greater than that of Philadelphia and Boston together. Its revenue equals that of St. Louis, Brooklyn, Cincinnati, Baltimore, San Francisco and Pittsburg combined. There are forty-seven free delivery sub-stations, and twenty-one of these have, each, a sufficient revenue to be classed as first-class offices. The district covered by the Chicago postoffice covers an area of 190,138 square miles.—*Bakers' Helper.*

## THEY LIKE ADS.

It is surprising how much people care for advertising. They do not take kindly to a sheet that is made up of solid reading matter. They want to see the ads and they want to see good ads, but they will not stand for too much of a good thing either way. If the publisher can strike a medium of half and half between his reading matter and his advertising, he is pretty sure of being on safe ground.—*Editor and Publisher.*

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**WANTED.**—Case of bad health that R.I.P.A.N.S. will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

*The*  
**Observer**  
Hoboken N.J.  
Circulation...  
(Guaranteed)  
**20,000**

## CANADA.

CANADIAN ADVERTISING is best done by THE  
DESBARATS ADVERTISING AGY, Montreal.

I REPRESENT exclusively some of the best  
papers of Canada.  
W. T. ROBSON (Specialist in Canadian Advertising),  
N. Y. Life Bldg., New York.

## New York Dramatic Mirror

121 W. 42d St., N. Y. Established 1879.  
Reaches weekly every manager, actor, actress,  
theatrical employee and the great theatre loving  
public in every town having theatrical interests  
in the U. S. See the line of representative commercial  
advertisements now running in THE  
MIRROR. Rates and sample copies on request.

## KEEP BOOKS

### FOR NEWSPAPERS.

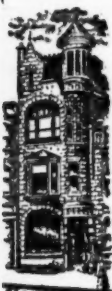
Our system of keeping books and  
advertising records for publishing  
houses is not only a labor-saver, but  
a money saver, as well.

Bookkeepers using the "New Check-  
ing System" will have no other.  
For full information address,

"NEW CHECKING SYSTEM,"

Care of PRINTERS' INK.

## Send For Circular



of an EXPERT'S OPIN-  
ION of the

## CHESTER TIMES.

It is absolutely  
necessary to use THE  
TIMES to cover  
SOUTHEAST PENN-  
SYLVANIA.

SWORN STATE-  
MENT:

Daily Average  
for August, **9,177** net

## ChesterTimes

WALLACE & SPROUL, Pubs.,  
CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,  
New York Representative.

**SIX AND A HALF MILLIONS**  
of American goods were  
sold direct to merchants  
in **BRITISH COLUMBIA** in the  
year 1900, not including at  
least \$2,500,000 of American  
origin, purchased in Eastern  
Canada. Do you want a share  
of this trade?

## The Colonist

Established in 1838.

**VICTORIA, B. C.**

*"Covers the entire  
province."*

SUBSCRIPTION RATES:

Daily (including Sunday),  
\$6.00 per year.

Semi-Weekly, \$1.50 per year.

**The Colonist Printing and  
Publishing Co., Ltd.,  
VICTORIA, B. C.**

## In a Class By Itself.

That's the position occupied  
BY

## The German Daily Gazette

At least **50,000 Germans**  
read it daily and read no other,  
because they cannot master  
the English language.

Advertising rates on appli-  
cation.

**The Philadelphia  
German Gazette,**  
924 Arch Street.

The Most Popular Jewish Daily.

## DAILY JEWISH HERALD

Established 1887.

### Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

### The Volksadvocat Weekly.

The only weekly promoting light and knowledge among the Jews in America.

**M. & G. MINTZ,**

PROPRIETORS.

**132 Canal St., New York.**

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

## R-I-P-A-N-S

**R-I-P-A-N-S** Tabules

Doctors find

A good prescription

For mankind

The 5-cent packet is enough for usual occasions. The family bottle (80 cents) contains a supply for a year. All druggists sell them.

### A Phenomenal Journalistic Success

# The Salt Lake Telegram

The Only 3c. Paper Published in Utah.

It has the largest average evening circulation of any daily publication between Denver and San Francisco. If you wish to reach the purchasing public of Utah, Idaho and Nevada you should advertise in THE SALT LAKE TELEGRAM.

**S. C. BECKWITH SPECIAL AGENCY,**  
Tribune Building, New York.

**H. M. FORD,**  
112 Dearborn St., Chicago.

# To Advertisers

---

According to the American Newspaper Directory of October, 1902, the two other English papers of Milwaukee are each given a rating of over 20,000 circulation. The Journal Company guarantees advertisers that the PAID CITY CIRCULATION alone of *The Milwaukee Journal* is larger than is the PAID TOTAL CIRCULATION of either of those papers, and greater than is their combined paid city circulations. The PAID CITY CIRCULATION of *The Journal* is not so high as 20,000. *The Journal* will pay to Mr. Rowell or to any other advertiser using *The Journal* and either or both of those papers the sum of \$1,000 in cash if he or they can disprove, with the records of the papers referred to, this claim of The Journal Company. *The Journal* hereby consents to be represented by the representative of the Association of American Advertisers. The PAID TOTAL CIRCULATION of *The Journal* is double that of either, and greater than is the PAID CIRCULATION of the TWO COMBINED.

---

## The Journal Co.

STEPHEN B. SMITH,  
30 Tribune Bldg., New York.

C. D. BERTOLET,  
Boyce Bldg., Chicago.

# Continuous G r o w t h

**E**ACH issue of **The Magazine of Mysteries** shows an increase in advertising patronage. The March number has **1289** lines, or **over eight columns** more than February.

This continuous increase is due to the merits of the paper and the results it is giving advertisers.

No objectionable curative medical nor liquor advertisements are taken, which makes the increase all the more remarkable.

Following table shows the increase in the last seven months:

<b>September 1902 issue</b>	-	-	<b>1,355</b>
<b>October</b>	"	-	<b>2,405</b>
<b>November</b>	"	-	<b>3,209</b>
<b>December</b>	"	-	<b>4,361</b>
<b>January 1903</b>	"	-	<b>5,211</b>
<b>February</b>	"	-	<b>7,805</b>
<b>March issue</b>	-	-	<b>9,094</b>

Every line of the above was taken at card rates.

It pays others; it will pay you.

With the May issue, size of paper will be changed; columns will be  $2\frac{3}{8}$  inches wide and  $12\frac{1}{2}$  inches (175 lines) long.

It is guaranteed that no issue will be less than **100,000 copies. Rate for April**, 30 cents per line. Forms for April close March 2d.

For further information address

**ADVERTISING DEPARTMENT  
THE MAGAZINE  
OF MYSTERIES  
713-718 Temple Court  
NEW YORK CITY**

# The Omaha Daily News

**SHOWS THE GREATEST GROWTH  
OF ANY NEBRASKA NEWSPAPER**

**OUR THREE YEARS' RECORD:**

Paid Advertising, January, 1901, 7,218 inches

" " " 1902, 12,313 "

" " " 1903, 16,504 "

Average Circulation, Jan., 1901, 20,170 daily

" " " 1902, 29,793 "

" " " 1903, 35,469 "

**Advertising Contracts are made subject  
to no charge if figures are incorrect**

**The DAILY NEWS carries more WANTS  
than any other Omaha newspaper**

**FOREIGN ADVERTISING DEPARTMENT**

**B. D. BUTLER, MANAGER**

**705 BOYCE BLDG., CHICAGO  
TEL. 481 CENTRAL**

**52 TRIBUNE BLDG., N. Y.  
TEL. 2807 JOHN**

**CHAS. D. BERTOLET**

**LEE T. WATERMAN**

**JAS. F. ANTISDEL**

**ADDRESS NEAREST OFFICE**

# Sold Like "Ole Cloes"

Printing inks sold on credit seem to my mind like the "Ole Cloes" trade manipulated by the original Baxter street clothiers.

The intending purchaser is carefully sized up, and if he looks easy the prices asked are top notches, leaving ample room for the alluring discounts which are handed out according to the demands made.

I recently overheard a conversation between two printers which interested me very much. One of them evidently worked for a firm who bought closely and paid their bills promptly, while the other fellow was with a concern who had no financial responsibility. One asked the other what he paid for cut ink; seventy-five cents a pound was his reply. Is not this price rather high? said the printer who worked for the good concern. Well, yes; you could buy the same ink from P. I. Jonson for about forty cents, but the boss pays by notes, and sometimes the ink man loans money to him, so you see this accommodation is worth something.

Is it any wonder so many printing concerns never go ahead, as they are too short-sighted to see that the foxy ink man gets almost double price for his goods, simply because he will give them three or four months in which to pay the bill. My prices are net cash with order.

I sell a forty-cent ink for forty cents, and even if you promised to pay \$1.00 for the same grade on thirty days' time I have to turn you down. When my goods are not found as represented I cheerfully refund the money and reimburse the purchaser for all transportation charges.

Send for my price list of news and job inks. Address

**PRINTERS INK JONSON,**

**17 Spruce Street, - - - New York.**

## ***Beginning The New Year Right***

# ***The Philadelphia Inquirer***

During the month of January last printed many more columns of paid advertising than any other newspaper in Philadelphia as is shown by the following table giving the total number of columns that appeared in each paper in that time:

***INQUIRER, 2,016 columns***

***Record, . . . 1,763 columns***

***Press, . . . 1,716 columns***

***North Am., . 1,399 columns***

***Ledger, . . . 1,241 columns***

These are all computed at the uniform measure of fourteen agate lines to the inch and 300 lines to the column.

This shows that the wise advertisers know the value of THE INQUIRER as an advertising medium.

What others have accomplished through the columns of THE INQUIRER, you can do yourself. Try it.

***Address for advertising rates***

***THE PHILADELPHIA INQUIRER***

***1109 Market St., Philadelphia, Pa.***